

MODERN

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LITHOGRAPHY

NOVEMBER • 1941 • VOL. 9 • NO. 11



Permanent Sky Blue Lake 2836 P-2

## Senelith Inks

were the first lithographic inks  
made from dyestuffs  
treated with sodium tungstate  
for better sunfastness  
and are still leading  
with their outstanding resistance properties

**The Senefelder Company, Inc.**

*"Everything for Lithography"*

32-34 Greene Street

New York, N. Y.

NOV 27 1941  
RECORDED

**QUALITY IN EVERY**



**FINEST MATERIALS**

**STEP OF CONSTRUCTION**



**SEVEREST TESTS AND HIGHEST STANDARDS**

**MERCURY PRODUCTS**



**PRODUCTS BUILT FOR PERFORMANCE**

In every stage of the manufacturing of Mercury Rollers and Blankets the utmost attention is paid to quality. Exacting tests are constantly made to assure that Mercury Products meet the highest standards of performance, durability and economy. These outstanding products will help you step up the quality of work in your shop.

**RAPID ROLLER COMPANY**

D. M. RAPPORT, Pres.

Federal at 26<sup>th</sup> Street

CHICAGO





## Does *your* LETTERHEAD *look like* LEADERSHIP?

There's no mistaking the dominance of The Hoover Company in the vacuum cleaner field. You sense it even in their factory, with that symbolic standing-out smoke stack. You know it when you hear a woman, using the word like a household word, say *she's* going to "hoover" a room! And the look of their letterhead...on Strathmore... is all part of the picture.

It's important...that impression your letterhead makes. It can carry a very definite impression of leadership.

A letter on STRATHMORE BOND, or on STRATHMORE WRITING, costs less than 1% more than a letter written on the cheapest paper you might buy. And on STRATHMORE PARCHMENT, or STRATHMORE SCRIPT, as fine papers as can be made, a letter costs only 2.9% more. Such plus value, for so little cost difference, is sound business economy.

Strathmore Paper Company, West Springfield, Massachusetts

# STRATHMORE

**MAKERS  
OF FINE  
PAPERS**

MODERN LITHOGRAPHY



# MODERN LITHOGRAPHY

PUBLISHED IN THE INTERESTS OF LITHOGRAPHERS EVERYWHERE



## THE COVER

*New England Puritans going to church. From the painting by George H. Boughton. Courtesy of The Bettman Archive, specialists in pictorial history and research, New York.*

November, 1941

Volume 9 No. 11

For half a century outdoor advertising has been one of the chief users of lithography, and for half a century the Outdoor Advertising Association of America and the lithographic industry have been on the friendliest terms. In fact, from this intimate relationship many of the improvements in poster design and technique, as well as the established effectiveness of outdoor as one of the major advertising media, are derived. Hence, we are glad to salute the outdoor industry on its 50th anniversary of organized activity. (Page 20)

From results of research made by Clements Batcheller, development engineer, he has determined to his own satisfaction that low chromium alloy steel of 10 to 12 per cent has all of the essential platemaking qualities of the 18 and 8 chrome-nickel type, besides being lower in price and with none of the latter's difficult working characteristics. Mr. Batcheller will be glad to take lithographers to the scene of his experimenting, or scenes rather, since a number of lithographing plants have taken part in the research, where results are said to be highly commendable. (Page 23)

As Mr. Koch points out, perhaps it would be appropriate at this time to think of means of getting paper rather than how to handle it. At the same time, conservation, which certainly includes efficient handling of paper, is of major importance. So his paper on the subject, read at the NAPL Convention in September, is not only timely but necessary. (Page 27)

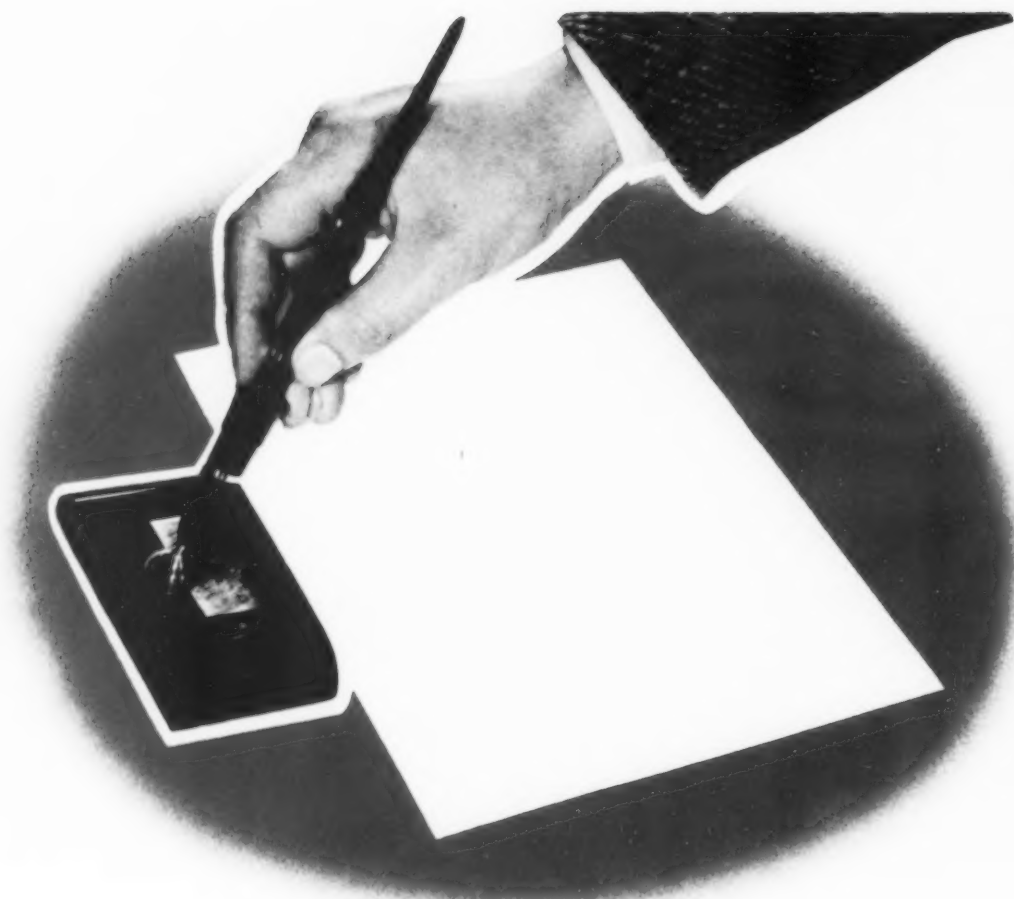
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## MODERN LITHOGRAPHY

Reg. U. S. Pat. Office

GRANT A. DORLAND, President; IRA P. MACNAIR, Vice-President; WAYNE E. DORLAND, Secretary-Treasurer. RICHARD ROLEY, Editor. Published monthly on the 15th by The Photo-Lithographer, Inc., Publication Office, 3201 Arch St., Philadelphia, Pa. Advertising and Editorial Office, 254 W. 31st St., New York, N. Y. ADVERTISING RATES: Advertising rates made known on application. Closing date for copy—20th of the month previous to date of issue. SUBSCRIPTION RATES: \$3.00 per year in the United States, \$4.00 per year in Canada. Single copies, 30 cents. Entered as second class matter at the Post Office at Philadelphia, Pa., under the Act of March 3, 1879.



## ARE YOUR CUSTOMERS PROUD TO SIGN THEIR BUSINESS LETTERS?

Do they have a positive, active feeling of pride when they sign their letters? If not, something is wrong. There is an easy way for **you** to correct it. Just print their next job on one of NEENAH'S outstanding letterhead papers. *They'll agree that it is unwise to use anything else when there is no premium for the best.*

**NEENAH PAPER COMPANY**

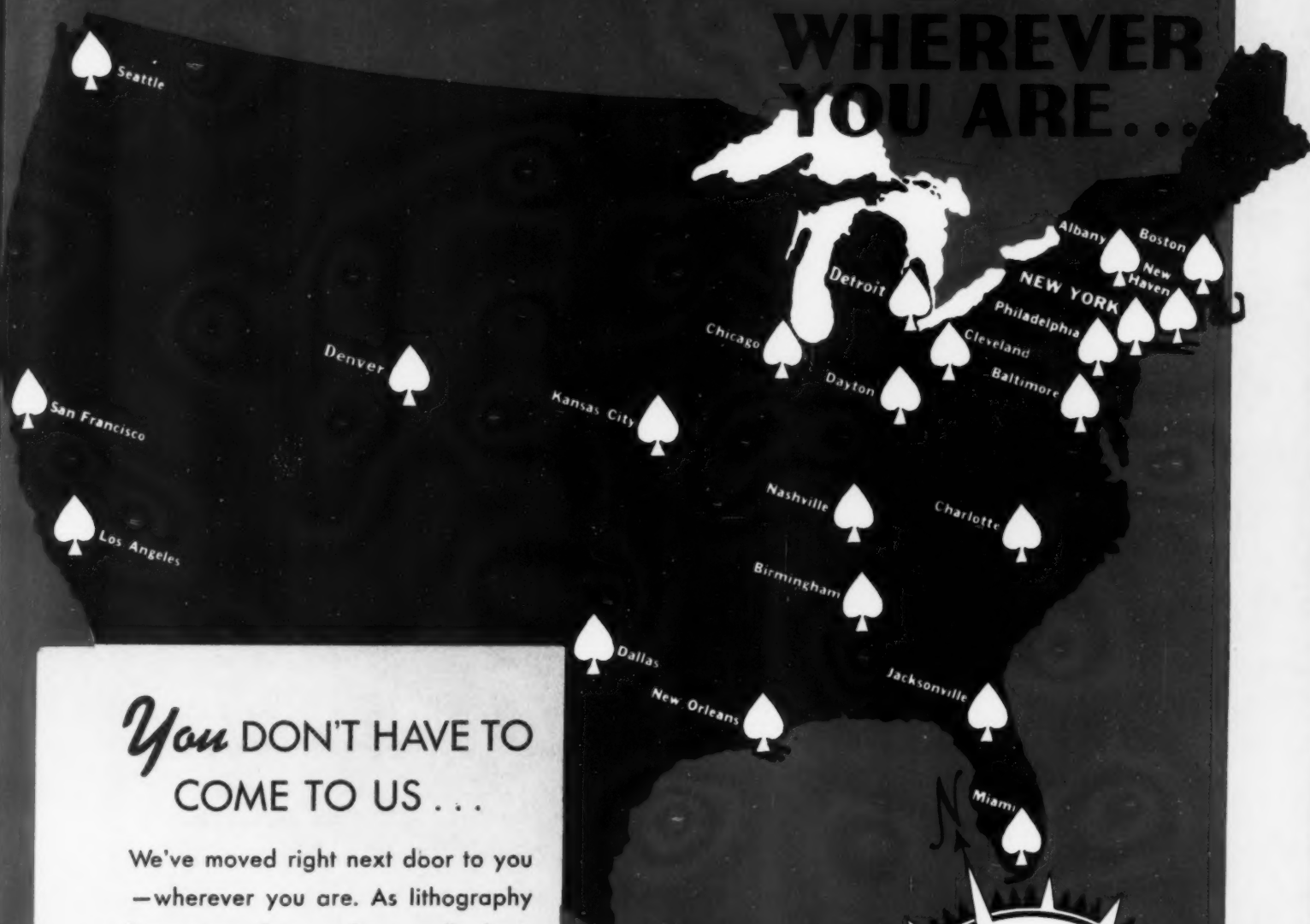
**NEENAH, WISCONSIN**



*Manufacturers of Fine Rag Content Bonds, Ledgers, Index and Lightweights*

# Friends and Neighbors

**WHEREVER  
YOU ARE...**



## *You* DON'T HAVE TO COME TO US...

We've moved right next door to you —wherever you are. As lithography has grown from a few small plants to an important nationwide industry, Sinclair & Valentine has kept pace with its expanding needs.

Our continuous research and development of new products are available to you . . . in a plant near your own place of business.

We're your neighbors. Our products and service are constantly making new friends.



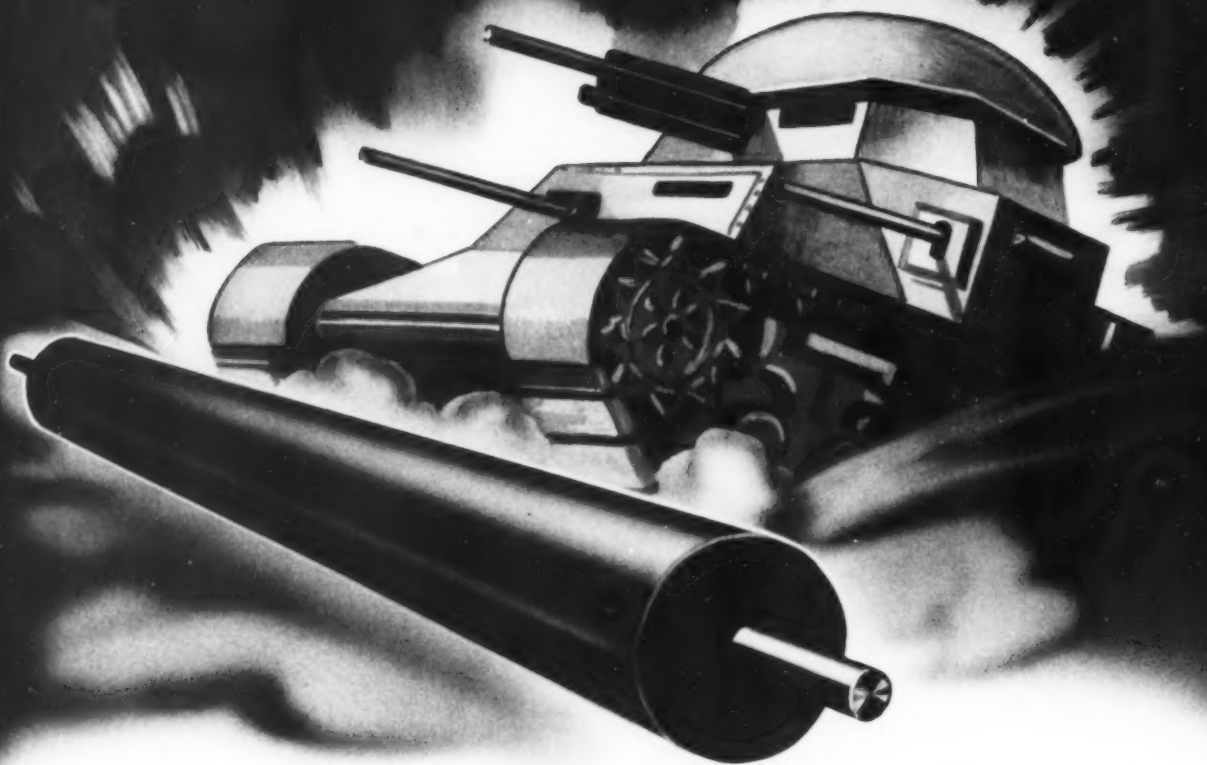
*Ace* OFFSET BLACK has become recognized as "The Black that leads the field"—truly the Black Beauty of the industry.

# Sinclair and Valentine Co.

MAIN OFFICE AND FACTORY: 611 WEST 129th STREET, NEW YORK, N. Y.

Albany	Boston	Cleveland	Havana	Los Angeles	Nashville	Philadelphia
Baltimore	Charlotte	Dallas	Jacksonville	Manila	New Haven	San Francisco
Birmingham	Chicago	Dayton	Kansas City	Miami	New Orleans	Seattle





## DEFENSE AGAINST *Roller Troubles*

The use of Bingham Rollers is good generalship and management. It is the easy way to thorough ink distribution and freedom from roller troubles.

Bingham Rollers are built for hard wear. They are made to a standard quality proved right under actual working conditions.

There is no gamble when you use Bingham Rollers. For 95 years they have been the FIRST selection of good pressmen all over the country.

You may have the usual prompt delivery on Bingham Rollers. Write or telephone the Bingham representative nearest you.

# SAM'L BINGHAM'S SON MFG. CO.

CHICAGO

Atlanta  
Cleveland  
Dallas

Des Moines  
Detroit  
Houston

Indianapolis  
Kalamazoo  
Kansas City

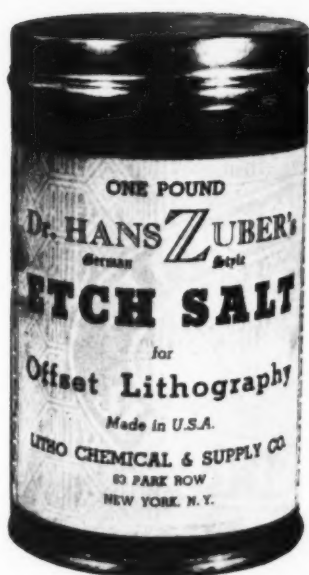
Minneapolis  
Nashville  
Oklahoma City

Pittsburgh  
St. Louis  
Springfield, O.

# DR. HANS ZUBER'S

## LITHOGRAPHER'S

# ETCH SALT



*Serves*  
**a DOUBLE  
 PURPOSE**

**1** Unparalleled as a plate-etch for Zinc or Aluminum for Photo-offset or hand transfer. One pound dissolved in water makes 3 gallons of PLATE-ETCH.

**2** As a fountain etch for 2-Color or Multicolor Presses. Zuber's Etch Salt is effective as a preventive of tint without danger of blinding.

• • • • •

ZUBER'S ETCH SALT CONTAINS NO CHROMIC ACID  
 OR BICHROMATE

Full directions for use on label, ALSO pH VALUE OF  
 VARIATED FORMULAS.

#### PRICE LIST

Single Pound—each	\$2.20
5 Pounds . . . . . per lb.	2.15
10 Pounds . . . . . per lb.	2.10
25 Pounds . . . . . per lb.	2.00

F.O.B. Dealer or New York

---

**LITHO CHEMICAL & SUPPLY CO.** 63 PARK ROW  
 NEW YORK

# **For still better offset printing in the months and years to come**

While continuing to supply offset blankets and inking rollers, along with added essential defense work, Vulcan Proofing Company is serving the interests of offset printers in another important way.

*We refer to continuing studies of offset blanket and roller problems conducted by Vulcan's Research Laboratory.*

A large number of offset printers are getting better presswork today and are saving substantial amounts of money because of Vulcan research activities in the past. Still more gains are assured for the future because these activities are being continued and even accelerated during the present defense emergency.

**VULCAN PROOFING COMPANY**—First Avenue and Fifty-Eighth Street, Brooklyn, N. Y.

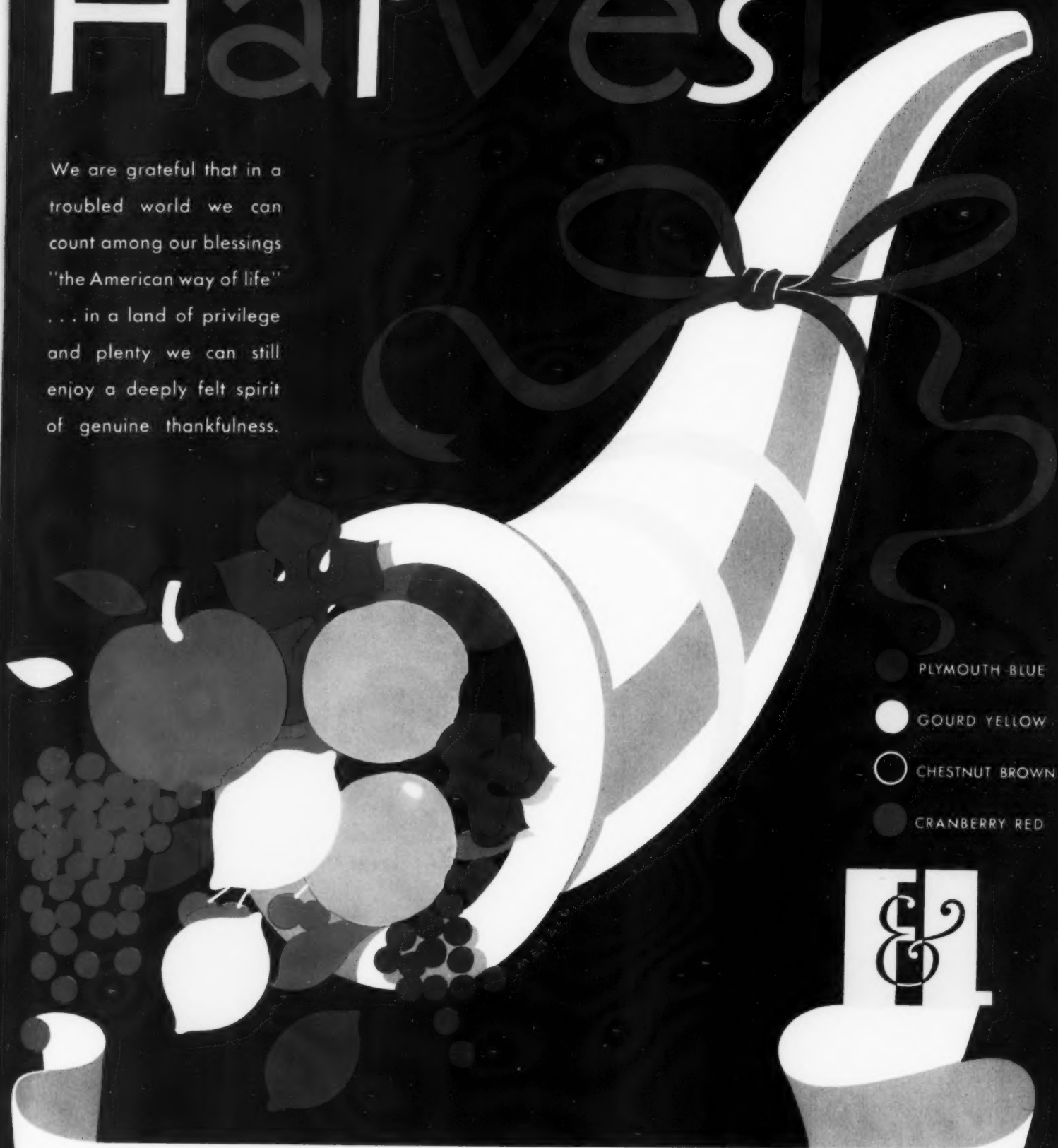
# **VULCAN**

**Offset Blankets and Inking Rollers**



# Harvest

We are grateful that in a  
troubled world we can  
count among our blessings  
"the American way of life"  
... in a land of privilege  
and plenty we can still  
enjoy a deeply felt spirit  
of genuine thankfulness.



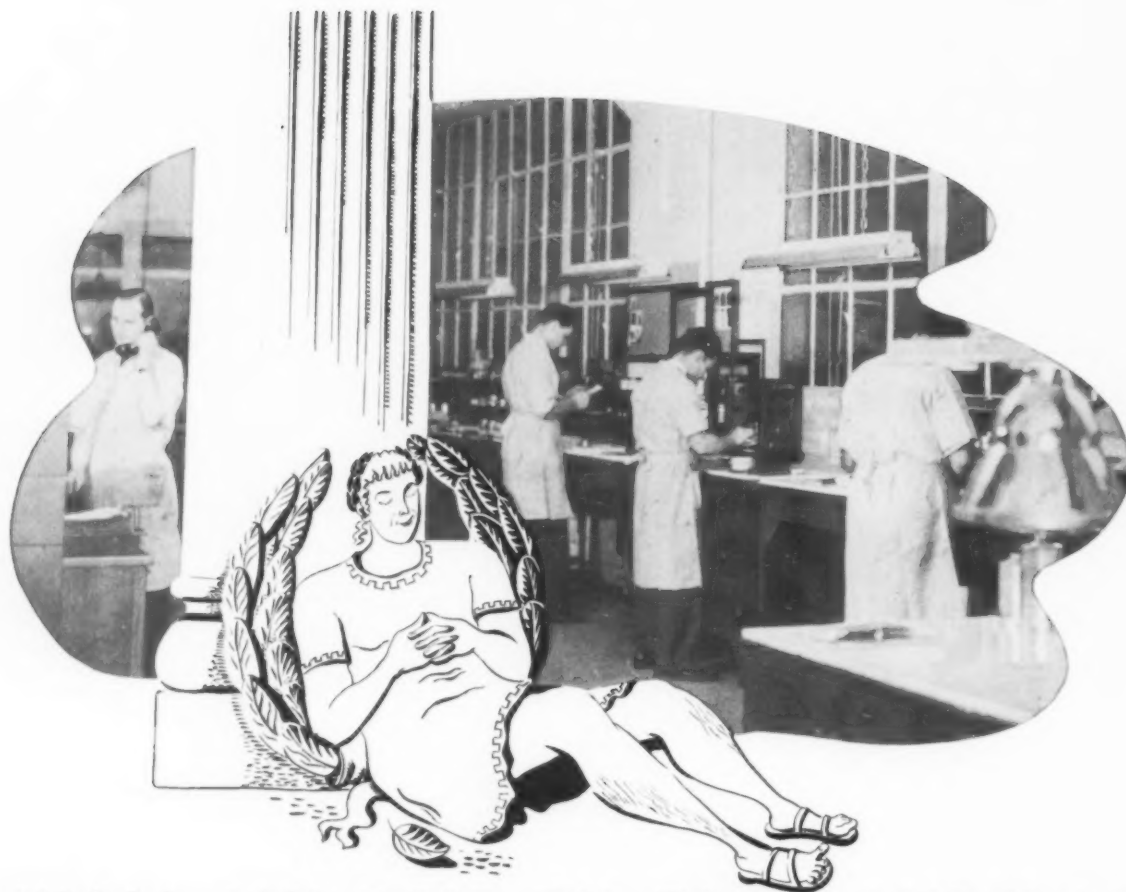
- PLYMOUTH BLUE
- GOURD YELLOW
- CHESTNUT BROWN
- CRANBERRY RED



## THE FUCHS & LANG MFG. COMPANY

(ESTABLISHED 1870)

DIVISION - GENERAL PRINTING INK CORPORATION 100 SIXTH AVENUE - NEW YORK  
BOSTON CHICAGO CINCINNATI CLEVELAND PHILADELPHIA ST. LOUIS SAN FRANCISCO  
FORT WORTH LOS ANGELES TORONTO, CANADA



## SHALL WE REST ON OUR LAURELS?

THAT is a question which can be answered in no uncertain terms. Our answer in words and in deed is NO! For now more than ever do the times require those qualities which have made F. & L. the symbol of leadership in the lithographic ink and supply industry.

Everyone realizes that essential supplies are becoming increasingly difficult to obtain and that the situation is not improving. We are making every effort to maintain a steady flow of inks for our customers' presses. We have redoubled our research efforts and are constantly seeking new materials, developing improved formulations, searching for substitutes where necessary. Our production equipment has been streamlined for maximum efficiency.

We leave no stone unturned in our quest for more aid to you. If you've learned to depend upon us, we'll not let you down.

THE

**FUCHS & LANG MFG. COMPANY**

(ESTABLISHED 1870)

DIVISION • GENERAL PRINTING INK CORPORATION

*100 Sixth Avenue • New York*

BOSTON CHICAGO CINCINNATI CLEVELAND PHILADELPHIA ST. LOUIS  
SAN FRANCISCO FORT WORTH LOS ANGELES TORONTO, CANADA





## HOW ABOUT SCHOOL ANNUAL BUSINESS?

This is the season when Offset Printers give thought to School Annual production. Give photographs and drawings a chance to appear at their best on **PACEMAKER** offset. Eight fancy finishes\* are available that will give any Yearbook a look and feel of quality.

★  
**CRASH**

**FELT • HANDMADE • KRINKLE**

**LINEN • LEATHER • PARCHMENT**

**RIPPLE**

### **Brockway Cover**

Comes in nine pleasing finishes and eleven colors. Available in basis 20x26--50 and 65 lb. weights. In 20x26 -- 23x35 and 26x40 sizes. Other sizes and weights on order.

*Write for Samples*



**GEORGE A. WHITING PAPER COMPANY**

**MENASHA, WISCONSIN**

It's *Quite Obvious,* my dear Watson—

● Photo-lithographs are most realistic when light of daylight quality is used at the camera. The even balance of *all* colors gives the widest range of tone gradation and the most accurate reproduction of tone values.

Furthermore, this superior quality is evident in black and white as well as in color reproductions.



COLOR DISTRIBUTION OF LIGHT



*White Flame*  
**USE NATIONAL PHOTOGRAPHIC CARBONS**  
THE LIGHT OF DAYLIGHT QUALITY

**NATIONAL CARBON COMPANY, INC.**  
Unit of Union Carbide and Carbon Corporation



CARBON SALES DIVISION, CLEVELAND, OHIO  
General Offices: 30 East 42nd St., New York, N. Y.  
Branch Sales Offices: New York, Pittsburgh, Chicago, St. Louis, San Francisco





## you're 4000 years ahead

● In 6000 A. D. when they open the Time Capsule MODERN LITHOGRAPHY will be Ancient History.

So will you, for that matter, solemn thought.

But whereas the Lithographer of Tomorrow will have to wait for over 4000 years for news of what's happening today, you can keep abreast from month to month. Just leaf through the pages of this issue of M. L., chock full of informative articles and brimful of news. You're just 4000 years up on this other guy, this Lithographer of Tomorrow. No slight advantage, what?

MODERN LITHOGRAPHY

### MODERN LITHOGRAPHY

254 West 31st St. New York City

Send me MODERN LITHOGRAPHY every month for a year. Mail me invoice for \$3.00 to cover—  
Foreign and Canada \$4.00.

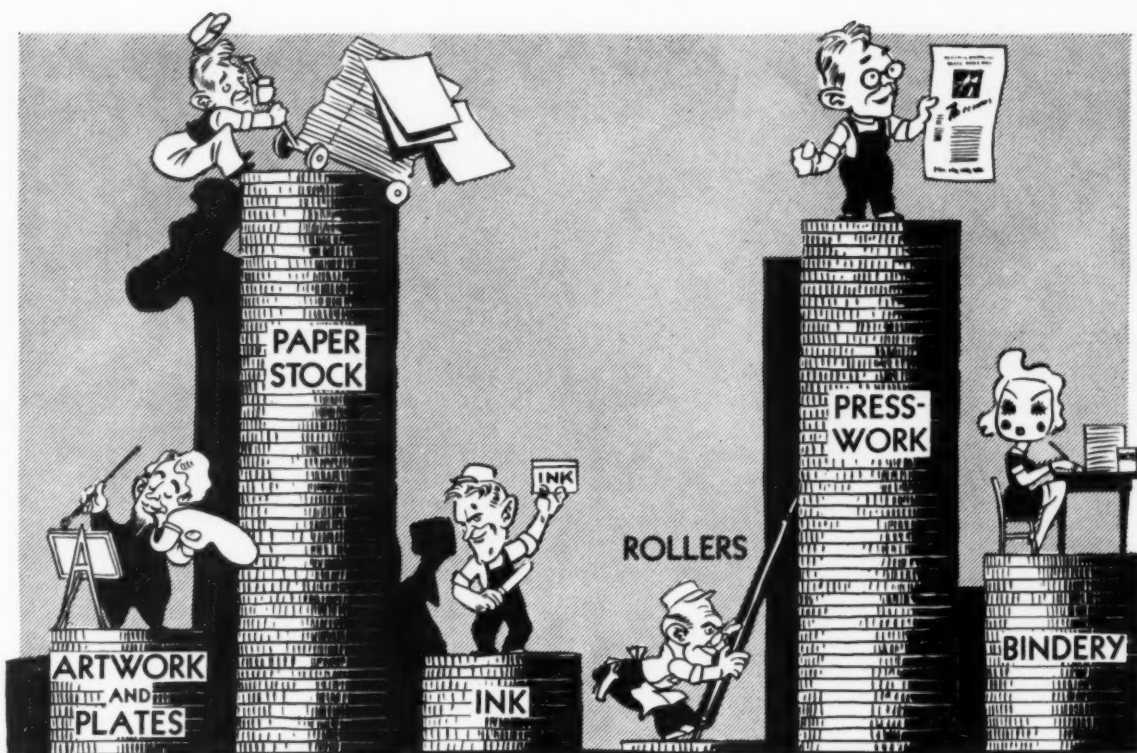
Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Country \_\_\_\_\_

Type of Business \_\_\_\_\_ Position \_\_\_\_\_



# The Smallest Cost— Yet of Vital Importance!

Rollers represent the smallest percentage of your lithographic production costs; yet they exercise a decidedly great influence on the appearance of the completed job of lithography.

You can't afford to use anything but the best roller equipment!

Ideal lithographic vulcanized-oil rollers have been setting lithographic quality standards for a period of more than twenty-five years.

Now—the new **Synthocraft** lithographic roller is setting new *quality and production* records.

**Synthocraft** rollers are 100 per cent synthetic to withstand oil inks and hard usage.

**Synthocraft** rollers are compounded with care to afford proper water control and uniformity of color throughout the run.

Try this newest and most important development in the lithographic field.

Use Ideal dampening rollers on your presses. Cut down your dampening roller costs by adding only one layer of molleton to the soft, acid-resisting dampening roller bases.

Just ask for Ideal lithographic inking and dampening rollers.

## IDEAL ROLLER & MANUFACTURING CO.

CHICAGO, ILLINOIS

Branch sales offices located in principal cities

LONG ISLAND CITY, N.Y.

**NOTE:** Duroolith rollers, the stronger, tougher vulcanized-oil lithographic rollers, have been discontinued temporarily. Some of the materials used in compounding these popular new rollers have been requisitioned for defense purposes. A plentiful supply of regular vulcanized-oil lithographic rollers is available.



*Photo by Ylla*

# TOUGH!

Tough is the word for the Robport Blanket.  
Tough as the hide of a rhino. But unlike  
the hide of a rhino, smooth with its toughness.

Smooth as the belly of a fish.

Tough and smooth are the Robport Blanket.

Tough for longer life, tough for economy,  
tough for quality, tough for efficiency, tough  
for all the thousand and one reasons why a  
blanket should be tough—and tough because  
it's a Robport.

And smooth.

Smooth for delicate reproductions, smooth  
for fine shadings, smooth for soft, hushed  
tones and clear gradations, smooth for the  
perfect kiss impression, smooth for all the  
thousand and one reasons why a blanket  
should be smooth—and smooth because it's  
a Robport.

Tough and smooth, smooth and tough are  
the Robport Blanket.

Tough as the hide of a rhino.

Smooth as the belly of a fish.

**ROBERTS & PORTER**  
I N C O R P O R A T E D

New York: 100 Lafayette St.

Phone: CANal 6-1646

Chicago: 402 S. Market St

Phone: WABash 6935



# A NEW METHOD of TYPESETTING for LITHOGRAPHERS

- GIVES YOU A NEW MARKET
- GIVES YOU GREATER VOLUME
- GIVES YOU NEW PROFITS

Now—at a time when all buyers are seeking out less expensive ways of producing necessary literature—you can turn their eyes your way. Here is a market waiting to be sold—waiting for you, who are awake to new profit possibilities.

Sell them on setting up their catalogs, manuals and price lists a less expensive way—and still retain the quality! Nelson Associates Typewritten Composition makes this possible.

Nelson Associates, Inc. are compositors to the trade, dealing exclusively in Typewritten Composition comparable to metal typesetting—something never before available to the industry at large.

We ask you to let us prove our point . . . without any obligation! Send us a specimen page from Catalog, Price List, Parts List or Manual . . . ask us to make it over *The Nelson Way*. Then . . . see if you can duplicate both the quality and the economy any other way.

Lithographers the nation over are availing themselves of Nelson's Trade Service because it reduces their composition costs 25% to 50%.

Write us for full particulars . . . TODAY.

*Nelson  
Associates, Inc.*

1959 EAST JEFFERSON AVENUE  
DETROIT, MICHIGAN

Nelson completes the job ready for the lithographer.— even to furnishing negatives or plates for the press.

Fast Service by Airmail and other carriers to all parts of the country.

**TYPEWRITTEN  
COMPOSITION**  
(Comparable to Metal Typesetting)  
**SERVICE FOR THE TRADE**

Three specimens lithographed from original "Typewritten Composition" camera copy by Nelson Associates.

## PARTS PRICE LIST

PART NO.	PRICE	PART NAME
533105	.90	Bendix Cable Extension
533109	5.20	W.A.B. Bendix Brake Lever
533110	3.20	W.A.B. Bracket
533115	.02	Wire Clip
533117	.10	Slack Adjuster Washer
533125	4.80	Cable & Conduit Assembly
533128	2.10	Special Booster Lever (Bendix)
533139	29.00	Dayton Steel Wheel (362)
533140	19.00	461 Single Wheel - Michigan
533141	.30	Brake Lever Spacer

... for Price Lists

## PART NUMBER CHANGE NOTICE

PART NO.	Unit Pkg.	LIST PRICE	PART NO.	Unit Pkg.	LIST PRICE
799736	yd.	\$9.75	830106		\$ 2.00
799745	yd.	2.00	830107		1.95
799746	yd.	6.75	830108		5.50
799747	yd.	.10	830109		4.25
799748	yd.	.15	830110		1.75
799749	yd.	.20	830111		1.75
799750	yd.	.20	830112		1.75
799752	yd.	.25	830113		1.75
799753	yd.	.20	830114		9.50
799754	yd.	.15	830117		2.25
799755	yd.	.30	830118		2.25
799756	yd.	10.00	830120		1.75

... for Tabular Listings

"The large roomy bodies enable the drivers to work entirely from the front, throwing the soiled bundles to the rear as collected;" many of the drivers agreed that this was one of the biggest advantages of this type of delivery truck. Among the reasons they gave for O.K.ing Mr. McKnight's statement were: the increased head-room inside the body permits them to walk around standing up, and the large, sliding front doors make it simple to get in and out of the truck—even with bulky packages.

One driver made mark: "When I'm thing I have noticed of people who give t and nod their appro if they think it's a b

Nearly all the dri could make more st new type of deliver the reasons why Tra units are rapidly bec ment with the Palac

... for Interorganization Materials



## The NELSON Way

A comprehensive guide to our complete preparation service for Offset Lithographers. Available to interested executives.

NAME.....  
FIRM NAME.....  
ADDRESS.....

# CONVINCING EVIDENCE

We cite below evidence of the value of trade association membership. These excerpts from unsolicited letters provide the answer to the question: "Why should I join a trade association?"

Trade associations whole-heartedly supported by an industry are insurance against the storm clouds on the horizon.

We would be pleased to send you full information on our work and the cost of membership, if you will write us or return the coupon below.

## NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS

1776 Broadway

New York, N. Y.

"Thank you for your letter. The information is very valuable to the writer and we are making a file of it."

**The McMath Company,**  
El Paso, Texas

"We appreciate very much the sample jobs which you send us from time to time with estimates of cost. We have just been having a discussion over this same problem, as to the most practical method of handling this class of work."

**The McCormick-Armstrong Co.,**  
Wichita, Kansas

"We have received the various cost information sheets, estimated jobs. Just want to tell you it is all valuable information and greatly appreciated whether we take the time to acknowledge each individually or not."

**The Mutual Press Inc.,**  
Hutchinson, Kansas

"Thank you for your prompt reply to my letter. In the commission you mention, is any expense allowance made in addition to that commission?"

**Miers Bachman Litho Co.,**  
Allentown, Pa.

"I certainly appreciate the information given us in your confidential memo and we are acting accordingly."

**Winston Printing Co.,**  
Winston-Salem, N. C.

"Thanks for the tip on the 10% increase on the film. We took advantage of it by placing a four months supply of photographic material in our floor, affecting us a saving of almost \$200.00."

**Peoria Blue Print and Photo Press Co.**

"May we take this opportunity to put into writing our praise of the 'Uniform Accounting and Cost System Book' received from you. It has been of considerable aid to us."

**W. A. Krueger Co.,**  
Milwaukee, Wis.

"Thanks very kindly for your letter in reference to the American Flag prints. Many thanks also for the timely tip concerning material shortage on certain items. We are taking full advantage of this information at once."

**A. H. Mathias & Co.,**  
Pittsburgh, Pa.

"We take this way of congratulating your Association, and those responsible for producing your books. You have a complete, workable, accurate, simple method."

**Iowa Lithographing Co.,**  
Des Moines, Iowa

"The data which you have been sending us has been greatly appreciated and we trust that you will continue to send it."

**Webb & Bocorselski-Norris-Peters,**  
Washington, D. C.

"I enjoy very much receiving the bulletins and such information. . ."

**Utah Bank Note Company,**  
Salt Lake City, Utah

"We appreciate very much receiving the bulletins which you issue from time to time containing information that aids us in conducting our Photo-Offset Printing Department."

**Tri City Blue Print Co.,**  
Moline, Ill.

"I hope that we are not bothering you with our request for information but you've been so nice about helping us in the past that we have two more problems we'd like to ask you about."

**Cullom & Gherter,**  
Nashville, Tenn.

"We thank you most kindly for the very thorough way in which you kindly enquired about the matter of ready-to-use plates or films, as per your favor of September 27th."

**F. Armida & Co.,**  
Mexico, D. F.

"Allow me to compliment you on your very fine work for the photo-lithographic industry and let me say that in any field with which I have ever been connected never have I seen or heard of any helps which could stack up with the ones you have furnished for this industry."

**C. Parker Loring,**  
Lewiston, Maine

"Many, many thanks for your very kind phone call of this afternoon regarding the gentleman."

**Copifyer Lithograph Corp.**

"We received your letter which contained the information we wanted on typewritten copy for Photo-Lithography and it has been most helpful."

**The Hutchinson Office Supply and Printing Co.,**  
Hutchinson, Kansas

"Such information is of great value to every lithographer."

**The Fox Press, Inc.,**  
Hartford, Conn.

"We are always interested in receiving information similar to that which you sent us."

**Foto-Lith Incorporated,**  
Cincinnati, Ohio

"We appreciate very much the service we are getting from your association; the cost figures and other information that you have sent us, are very valuable."

**C. W. Hill Printing Company,**  
Spokane, Washington

"Your idea is an excellent one and one that will continue to keep the membership fully advised of happenings in the industry."

**C. B. Guthrie Tariff Bureau,**  
Washington, D. C.

"This report is very good and covers many questions and their answers that so frequently bob up. It will be very valuable and helpful."

**The Gray Printing Company,**  
Fostoria, Ohio

National Association of Photo-Lithographers

1776 Broadway, New York, N. Y.

Gentlemen: I am interested in knowing more about your work.

Our press equipment is:

No.	Size	Make
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Firm Name \_\_\_\_\_

Executive \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

# **RUTHERFORD**



## **can take it!**

Like every forward-looking American manufacturer, the Rutherford Machinery Company geared itself for defense work some time ago. In anticipation of government orders, the Company made provision for its part in the rearmament program as well as for the needs of the graphic arts industry which serves, directly and indirectly, in the battle to preserve the American way of life.

But the pressure is on — from both sides of our fence — and we have met the challenge! Rutherford can take it. While our government work has steadily increased we are continually building and shipping lithographic equipment. So, if you have an order for equipment, remember, Rutherford can take it.

### **RUTHERFORD MACHINERY COMPANY**

DIVISION • GENERAL PRINTING INK CORPORATION

**100 SIXTH AVENUE • NEW YORK**

**CHICAGO • SAN FRANCISCO • TORONTO • MONTREAL**





## PATRIOTISM IS FULL OF PAPER

America's brand of freedom, education and prosperity feeds upon knowledge that rides on paper . . . textbooks, newspapers, magazines, advertising, and many others. Government insists that living standards be maintained, and this necessitates a continuation of free enterprise and aggressive advertising. Champion serves America not only as a supplier of raw materials for defense purposes, but as the largest manufacturer of printing papers so essential to the economic welfare of the country. The history of Champion is a record of accomplishment, resourcefulness, and ability to produce. The present emergency finds Champion larger, more efficient, and better equipped to meet the greatest demands in its history.



**THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio**

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope  
and Tablet Writing . . . Over 1,500,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK · CHICAGO · PHILADELPHIA · CLEVELAND · BOSTON · ST. LOUIS · CINCINNATI · ATLANTA



# EDITORIALS

NOW that we are admittedly engaged in a "shooting war," with new emphasis on the need for greatly increased armament production, the necessity for industry to shift from civilian to war-time production quickens. In general, it foreshadows prospects of price controls on a far greater number of things than originally were planned; it strongly indicates that the day is not far off when rationing will be used to distribute certain items of consumer durable goods; and it suggests that further tax proposals—designed to raise a considerably larger amount than that called for in the recently adopted \$3,500,000,000 measure—appear certain. In what more specific ways the lithographic industry will be affected by the broad adjustment is, of course, a guess, but there are straws in the immediate breeze which provide a clue or two as to the general direction the wind is blowing.

Thus, we hear from Washington that the present system of priorities is fast rolling toward oblivion, and that it will be replaced by a system of allocation of scarce raw materials. The allocations will be on a rate-of-use basis, industry by industry, and it is believed will make for a much closer control of scarce materials than now exists. Such an allocation plan, or rationing, would mean, first, that all supplies of these materials would come under direct Government control, and second, that a Government order for a specific quantity for a definite purpose would have to be secured in order to obtain a supply.

Also, it is the opinion of many that as the job of establishing defense requirements and scheduling deliveries of strategic materials grows more complicated, it is probable that defense administration officials will subject all inventories to a searching investigation. While actual confiscation of excess inventories in the hands of bona fide users may not result, it is expected that the question of whether to permit or restrict further allocation will be influenced by inventory positions.

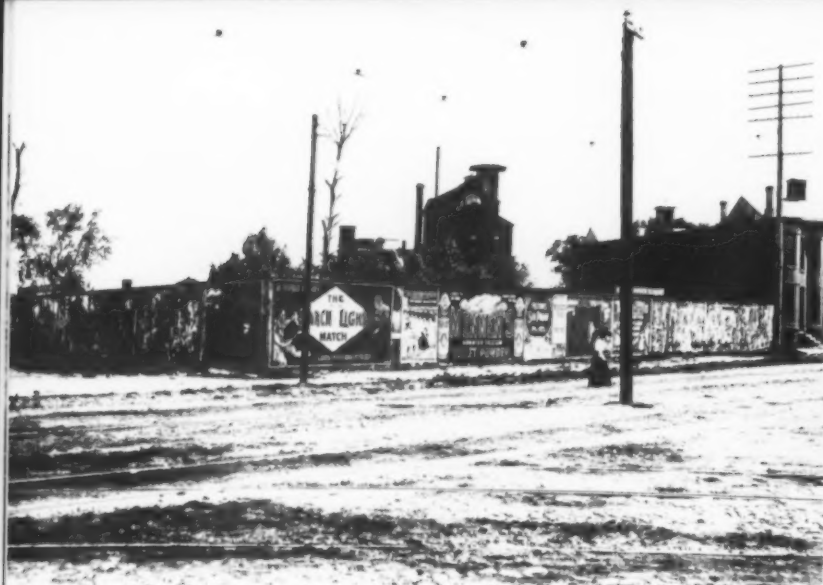
However, while priorities may be supplanted chiefly by rationing, the former will continue

to have a place in speeding materials for the defense program, we are told, and priority ratings will still stand. At the same time, when it can be shown that certain amounts of scarce items are essential to keep large numbers of men at work in a non-defense plant, the chances of the manufacturer obtaining this material would be enhanced under an OPM rationing system. The same is true where a manufacturer can show that he is using methods effectively to conserve materials in small supply. But be that as it may, the priority system appears about due for a complete face lifting job, even though it may not be junked.

These are only a few of the behind-the-scenes changes which are taking place, or about to take place. There will be many more. We urge again, therefore, that lithographers return promptly all questionnaires and requests for information received from their trade associations. This is a time of quick decision and action if vital industry interests are to be protected. Time is the only thing we can't get a priority on.



AS we went to press two news releases were received from OPA too late for inclusion in our regular news section which should be of interest to lithographers. One was the announcement of the appointment of George A. Renard, secretary-treasurer of the National Association of Purchasing Agents, as acting chief of Printing and Publishing, which has been made a separate commodity section divorced from Paper and Pulp. The second was an announcement that manufacturers of printing presses and printing machinery would be asked by Leon Henderson not to advance prices above the July 29, 1941 level. Neither item calls for comment now except to add in the case of the first that while the appointment of Mr. Renard is only temporary, the divorcing of Paper and Pulp from Printing and Publishing may be permanent and bears watching.



# OUTDOOR ADVERTISING ASSOCIATION OF AMERICA

THE use of outdoor as an accepted advertising medium in the United States dates from 1870. The original users were largely circuses and theatres. P. T. Barnum was probably the boldest of the early pioneers. He believed in outdoor advertising 100 per cent and many of the men now in the outdoor advertising industry came into it as a result of prior connections with the theatre or circus business.

As other advertisers became interested in using the outdoor medium, it became evident that some organization was essential for unifying and coordinating its function as a national medium, and to protect its interests. The first organization of outdoor advertising men in the United States, therefore, was the International Bill Posters Association of North America which was formed in St. Louis in 1872. The group, however, lapsed after 12 years and a second, the present Outdoor Advertising Association of America, was formed in 1891. This is the organization which this year celebrates its Golden Anniversary.

The objectives of the Outdoor Advertising Association are: first, to provide an economical and efficient means of communication between producer and consumer; second, to insure, through standardization of structures and operating

practices, a scientifically planned advertising medium; and third, to conduct the industry with due consideration of the public interest and welfare. Although the language has somewhat changed, these were also the industry's objectives in 1891.

The organization of the outdoor advertising industry and its relationship with other organizations, both in the outdoor advertising field and in advertising generally, is an apparently complicated picture. The functions of each organization, however, are very definitely defined and each supplements the other with very little duplication of effort. The owners of more than 90% of the outdoor advertising plants\* in the United States are members of the Outdoor Advertising Association of America and its subordinate regional and state organizations. Plant owners also own Outdoor Advertising Incorporated, which acts as the sales representative of the entire outdoor advertising industry. Outdoor Advertising Incorporated does not place or sublet outdoor advertising contracts. Its activities are primarily in the fields of research, advertising planning, creation of advertising, and presentation of the medium.

The National Outdoor Advertising

\*An outdoor advertising "plant," lest there be some confusion in the minds of lithographic readers who operate, or work in, lithographic manufacturing plants, consists, in outdoor parlance, of 5 or more poster panels.

Bureau acts as the placement and service organization for a large group of advertising agencies. The existence of this organization makes possible some very definite economies in handling contracts, checking service, and in making payments to plant operators.

The Outdoor Advertising Association of America, the Association of National Advertisers and the American Association of Advertising Agencies jointly sponsor the Traffic Audit Bureau, which checks outdoor advertising circulation on plants throughout the country, and publishes circulation figures and costs per thousand.

The members of the Outdoor Advertising Association of America own standard poster advertising and painted display structures which are erected upon land which is either leased or owned by the outdoor advertising plant operator. Capital investment in the industry amounts to more than \$125,000,000. The industry's annual purchase of products ranging from sheet steel to artists' supplies amounts to millions of dollars annually.

THE activities of the Outdoor Advertising Association fall under the supervision of six departments. The General Administrative Department is responsible for all-over



# CELEBRATES 50 YEARS

administration of policies and activities. It cooperates with and coordinates the work of all national committees, and national, regional, and state organization units. Under this department comes the direct supervision of finances, the budget, membership, publications, and office personnel and routine.

The General Administrative Department also has under its supervision the direction of a group of field representatives who are constantly in direct contact with the Association membership. These rep-

**Golden Anniversary of an industry which has been closely identified with Lithography since the days of Phineas T. Barnum.**

representatives not only assist the members in carrying out the various Association programs and policies, but also reflect to the headquarters organization, developments in the field. The General Administrative Department also is responsible for publication of the official Association

magazine, entitled, *Association News*.

The General Administrative Department also is charged with handling relationships with the Traffic Audit Bureau in regard to scheduling audits and preparing plants for auditing. As one of the sponsors of the Traffic Audit Bureau, the Asso-

The evolution of outdoor poster advertising is clearly shown in the photographs dating from the early days of the present century down to the year of Our Lord, 1941. In addition to standardization in size, the improvement in technique of reproduction, not to mention the tone and quality of artistry, are plainly evident, the 24-sheet poster, opposite, lithographed by McCandlish Lithograph Corp., of Philadelphia, being a particularly outstanding example.

*Photographs on this and the facing page were reproduced from Drop-out Halftone Negatives processed by Thormod Monsen & Sons.*





ciation is, of course, represented upon that organization's Board of Directors along with representatives of the Association of National Advertisers, and the American Association of Advertising Agencies.

The Business Development Department carries out the Association's policy governing the relationship between the sources of business and Association members. One of the department's functions is to answer inquiries from members as to whether or not organizations or individuals seeking to place business upon outdoor advertising plants can be recommended sources of business from a standpoint of credit and ability to handle the medium. One of the most important functions of the Department is the statistical service, through which information as to poster showings, town populations, and mailing and shipping information for each of the more than 15,000 towns in the Association membership is published and kept up to date. Local sales case histories and sales information is gathered from the membership and is made available through the departments to members who require assistance in local selling. These case histories are also written up and released to trade magazines in various fields and reprints of such articles are obtained and released to the members as a further help in local selling. The Business Development Committee is responsible for censorship of copy. It is interesting to note that the outdoor advertising industry was the first organized advertising group to censor copy and that the committee's work in this connection operates to protect both the advertiser, the plant operator, and the public.

The Public Relations Department is responsible for carrying out the Governing Principles and Policies and the Association's Public Relations program. The department handles the many public welfare campaigns for which space is contributed by the outdoor advertising industry. These include the American Legion, Anti-Tuberculosis Association, Christian Endeavor, American Red Cross, National Association

of Manufacturers, and the Annual Mobilization for Human Needs of the Community Chest. One of the more recent public welfare campaigns has been that in behalf of the U. S. O., for which space for more than 5,000 24-sheet posters was contributed by plant operators throughout the country.

THE Public Relations Department has conducted extensive highway surveys to ascertain roadside conditions along thousands of miles of important state and national highways in every part of the United States. One of the developments of this fact finding program has been the cooperative clean-up efforts in scenic areas in Pennsylvania, Maryland, and Georgia. These programs, sponsored by interested official state departments, in which the Outdoor Advertising Association members participate with other commercial and civic organizations are proving to be an effective means of protecting scenic areas from undue commercialization.

The Legal and Legislative Department, in addition to personal advice and assistance to Association members in legal matters, also assists sources of business when legal questions involving advertising copy arise. The Legislative Reporting Service, to which the department subscribes, keeps Association headquarters in close touch with all legal developments affecting outdoor advertising throughout the country. As soon as information concerning proposed legislation affecting outdoor advertising is received, members and state officers in the affected territory are immediately advised from Association headquarters and such further assistance and advice as is necessary is supplied.

The work of the Plant Development Committee and Department has been of the utmost importance in establishing outdoor advertising as a truly national medium. Without overall supervision of the standards of construction and maintenance of outdoor advertising structures the advertiser could have no assurance of a standard type of service. Today he can order a poster showing or a

painted display unit anywhere in the United States that an Outdoor Advertising Association member operates and can be assured of a standard service.

In August, 1914, the best poster structure in the United States, from a standpoint of construction and of posting, was selected from photographs sent by plant operators to the Poster Advertising Association. Upon that structure were three, eight, sixteen, and twenty-four sheet posters. These were separated by blanking paper, but it is obvious that the posting superintendent in those days had to consider not only proper coverage of the market but also found it necessary to juggle with the space available and the variety of posters that he received. The multiplicity of poster sizes seriously handicapped the delivery of advertising value.

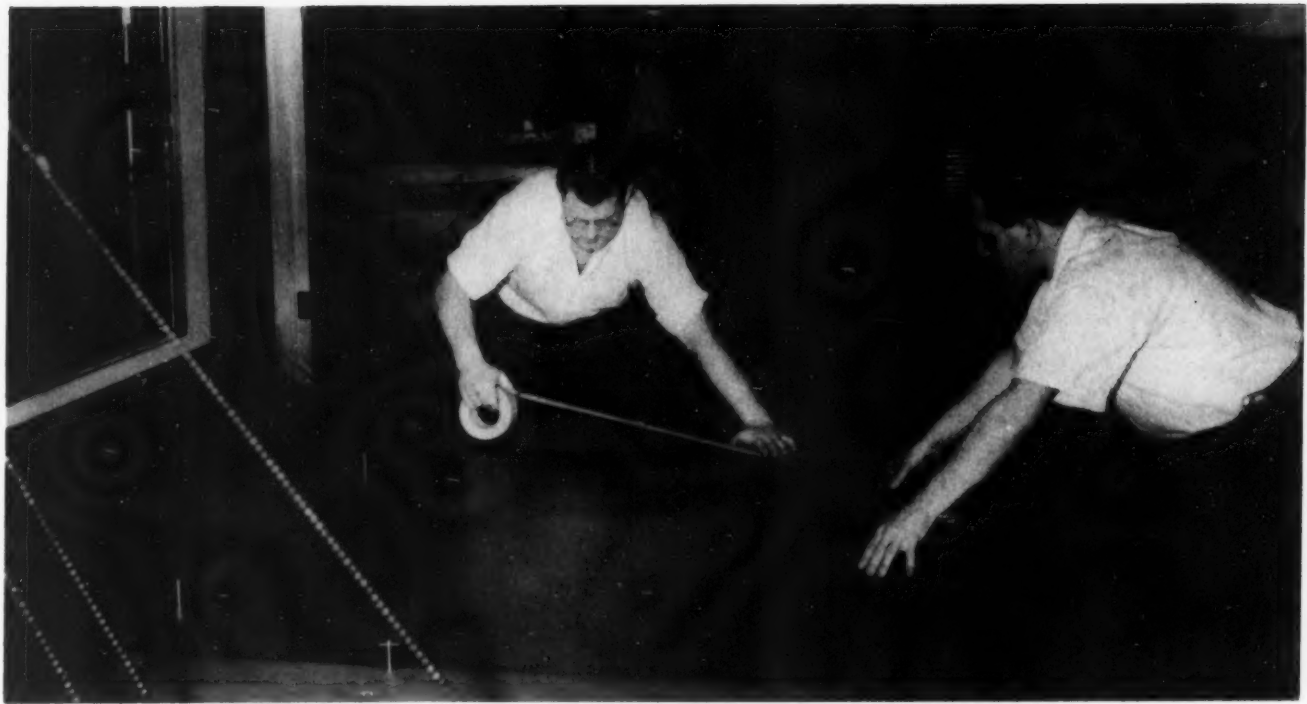
Sometime before 1914, however, the lithographic and outdoor advertising industries had begun a cooperative project designed to standardize poster sizes. The original units available to the advertiser not only included those which were displayed upon the prize-winning structure of 1914, but also 1, 2, 4, 6, 12, 32, and 48 sheet posters. In addition, these units themselves were not standardized as to size and a study by G. H. E. Hawkins showed a variation in 8-sheet posters from 109 x 75 inches to 114 x 76 inches.

THE effort towards standardization involved a long educational campaign on the part of both industries, and although the 24-sheet poster was adopted as the standard in 1912, advertisers were sending out posters of various sizes even into the 1920's. It is significant to note, however, that the prize-winning structure of 1916 displayed only 24-sheet posters. Today, of course, only the three sheet for display at points of purchase and to pedestrian circulation, and the 24-sheet poster are standard.

The cooperation between industries that has standardized poster production to its present status is still continuing. The Lithographers

*(Turn to page 57)*





# Why 18 and 8?

BY CLEMENTS BATCHELLER

Development Engineer

**T**HE sudden advocacy by Governmental Agencies of stainless steel as a suitable "substitute" for offset lithographic masters, now that the sources of aluminum and zinc are almost completely closed to the lithographic industry, seems to have offered little if any relief in the present emergency. To the writer, there seem to be three serious obstacles to the suggested transition.

First: those alloy steel makers who have the essential physical equipment to produce suitable steel for platemaking purposes are so congested with senior priorities covering the major portion of their rolling capacity that they can at present offer little or no encouragement in the form of deliveries, even upon remotely booked orders.

Secondly: the platemaker has unfortunately been asking for a type

and grade of stainless most difficult to secure under the general emergency because of its high nickel content. Aside from heavily congested rolling schedules of those makers who are in a position to produce suitable alloys for the purpose, the most serious shortage lies in the available supply of metallic nickel to produce a grade of alloy which the platemaker believes is necessary for his purpose, over all other types.

Thirdly: even were it possible for the producer to furnish at present an alloy steel of the chrome-nickel type, of the order of 18-8 standard, the average platemaker would unquestionably encounter difficulties in its pre-processing (ball-graining) to produce an offset master comparable to the softer metals in essential physical properties.

Again, the average lithographer in all probability would be found lacking in a proper technique for the

**From results of research made by the author he is of the opinion that low chromium alloy steel of 10 to 12 per cent has all of the essential plate making qualities of the chrome-nickel type besides being lower in price and with none of the latter's negative characteristics.**



Most lithographers who have used 18 and 8 stainless steel generally agree that distortion of the product under mechanical graining methods constitute its chief negative property.

suitable processing of such alloy, due to the absence to date of any definitely formulated procedure to govern a product which differs in many respects in its method of handling from either zinc or aluminum.

The direction of the litho platemaker to nearby jobbers' stocks of stainless would seem to offer but scant relief by reason of the fact that such stocks of late have become heavily depleted; and further, to the probability that such stocks if at all available would not correspond in the matter of grade, size and gauge, to standards set for the soft metal plates. As a further restriction to this possible source of supply, a recent announcement is to the effect that remaining stainless stocks in jobbers hands may only be released for *strictly* war defense purposes.

The present situation presents a strange picture of the "user" establishing the product for the "maker," who should, but unfortunately does not, know which of his products is best suited to the needs in question, and must remain virtually helpless in

his ability to supply the generally called for stainless under the priority allocated, which is so far down the line in its importance as to appear almost useless.

As proof of this statement, the standard for stainless steel now seems to have been set for the whole industry by a small coterie of offset printers upon tin plate for an 18% chrome—8% nickel steel as the most suitable grade for lithographic plate purposes. It has been established by the writer, and checked and rechecked by veteran platemakers and lithographers, that this type of alloy steel is not only unessential for fine platemaking, but in all probability, because of certain inherent negative qualities, and particularly in its resistance to successful ball-graining without distortion, is the most unsuitable grade which could be selected for the general purpose.

Aside from the fact that 18-8 is the highest in price in that class of alloy steels commonly referred to as the "stainless group," the persistent tendency of this particular steel to

work-harden with serious buckling and surface distortion under ball-graining methods, presents a problem for the platemaker which he has not been able to successfully overcome by any application of such process.

It is true that stainless steel of the above type is highly resistant to atmospheric corrosion; also to those processing chemicals common to the industry which to a degree adversely affect metals of the softer type. It further requires concession of an established fact that chrome-nickel steels show as printing masters greatly increased resistance to frictional wear, and therefore, sharper and longer printing jobs are made possible.

Even with these essential qualities firmly established for 18-8 stainless steel, however, there seem to be no valid reasons which can be successfully maintained for its use over certain other types of ferrous alloys which contain none of the highly restricted nickel and lower percentages of chromium.

From comprehensive research which has been carried out upon differing types of stainless steel in conjunction with both the offset platemaker and the printer, I feel perfectly safe in the statement that low chromium alloy steel of the order of 10-20%, which is basically much lower in price than the type heretofore sponsored, has all of the essential platemaking qualities of the chrome-nickel type, and a minimum of its negative qualities.

**I**F this statement is capable of full substantiation through press performance, there would not only appear to be little justification for the continued "touting" of 18-8, but fair prospects for a reasonably prompt and adequate supply of those alloys which for platemaking purposes are considered to be as good, or better. Such alloys, because of the fact that they do not require the inclusion of nickel, and contain relatively low percentages of chromium, compared to 18-8, could in all probability be

worked into the current rolling schedules of certain alloy steel makers to give the platemaker at least a fair portion of such metal to work with at present.

While it is true that even a 10-20% chrome alloy steel will work-harden and consequently distort under present ball-graining methods, I have found such distortion to be very much less than in the case of steels which contain appreciable amounts of nickel. Unfortunately I must state that my experience with any and all types of ferrous alloys within the stainless group has shown that a degree of distortion always results, even in the case of "double" graining (both sides of the sheet) where the one conventional method of mechanical graining is used.

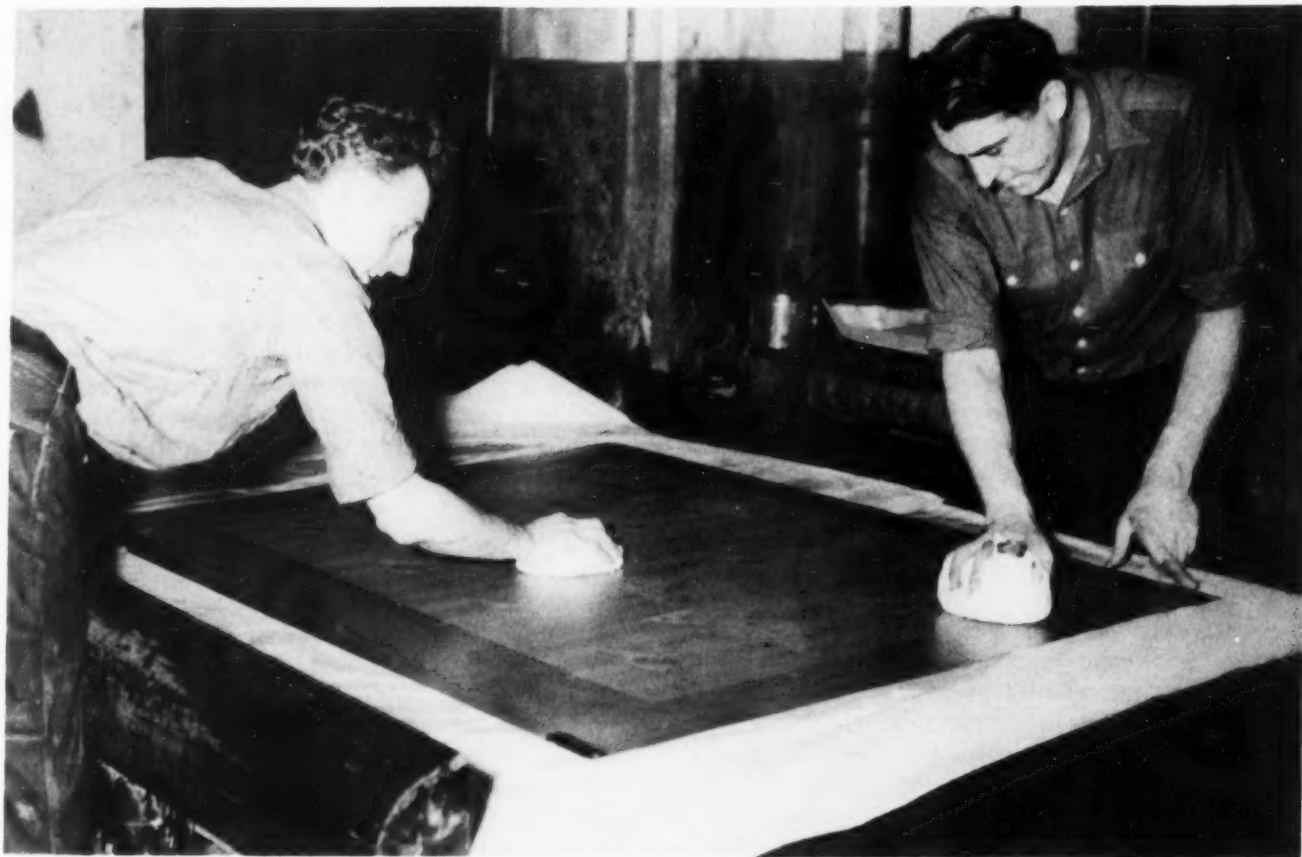
However, the lithographer is reaching for the moon in his efforts to secure chrome-nickel steel in the present emergency, while the steel maker should awaken to the fact that there exists among his metallurgical formulae a type of stainless which is

capable of demonstrating its high superiority as an ultra-modern offset master. On the basis of what has and can be done with alloy metals of simpler metallurgical structure, they can be successfully processed and used, not only in the present emergency, but permanently for better offset lithography.

The problem of producing such alloy to not only alleviate in some degree the present shortage of lithographic metal, but also to launch this "master alloy" into the field of general lithography would require not only the issuance of an effective priority permitting its manufacture and distribution, but prompt and intelligent cooperation between its producer and consumer that its debut might be correct and its future secure.

Those lithographers who have, in a limited sense, pioneered the use of 18-8 stainless steel as the super-offset master will generally agree that distortion of the product under mechanical graining methods consti-

**From research which has been carried out, it has been established fairly conclusively that low chromium alloy steel of 10-20 per cent possesses all of the essential platemaking qualities of the chrome-nickel type.**





tutes its chief negative factor. It has been suggested that double graining of the sheet will effectively eliminate such distortion. Granting for the moment, that "double" graining of the sheet will effectively serve to equalize those stresses and strains set up within the metal as the result of its work-hardening under the step, there is also the important question of economy. When a comparison is made of the relatively high first cost of 18-8 to the currently used metals of the softer type, I do not believe that the alloy in question can successfully carry such additional cost burden without serious curtailment of its popular use, and especially when it is pointed out that such "double" graining must be effected each time the plate is recovered for re-use. If only a means could be found to effectively eliminate the feature of distortion common to all alloy plates of the stainless group in the pre-processing of such plates to effect the necessary rugose surface, then most of our stainless troubles would be solved.

A process to which has been given the trade name "Electropic" and which will shortly be released for commercial use, resorts to the effective electro-graining of the alloy sheet to produce thereon (simultaneously upon both sides) a uniform, moderately fine grain surface which has proven itself completely satisfactory for any and all types of offset printing. While it is impossible to fully disclose details of this graining process now, it is expected that by it all types of stainless steel may be rapidly and economically grained to produce effective working surfaces with no distortion of the plate, and further, that the process will permit the use of the much lower cost alloy sheets which have shown themselves to be as fully efficient and effective printing mediums as those processed from 18-8 stainless under the mechanical ball-graining method. In comparing the surface grain between a ball-grained alloy sheet and its counterpart grained by Electropic methods, any detection of difference in the respective surfaces must be made by the aid of a high powered magnifying glass.

IT IS hoped that these electro-chemical graining processes will not only serve as an effective means of removing some of the "headaches" which the lithographer who is "sold" on stainless has built up for himself, but also awaken the alloy steel maker to the fact that herein may lie the means of effectively removing the one great barrier to the ultimate wide use of his product. Aside from the fact that alloy steels may be electro-grained at a fraction of the costs of present ball-graining methods, they make possible the economical use of a type of an alloy product to which little or no consideration has been given by either the lithographer or the steel maker up to the present time. This product is alloy stainless strip.

One of the problems for the steel maker is the great number of different sizes and gauges of plates which the lithographer believes he must have for his types of printing. At present, there are catalogued about sixty-six different size plates for zinc, advancing from #4 gauge down to and including 22/23; and for aluminum, the list shows, about one-half this number of plates in gauges starting at 22/23 and advancing down to 31. As plate weights go, some of the big ones may weigh as much as twenty-six pounds per printing plate. The necessity for using such a slug of metal for one plate is due to the relatively low tensile strength of both zinc and aluminum as compared to stainless, and the fact that metal stretch cannot be tolerated in fine offset printing. Stainless steel, in the matter of its elongation under work, is a very much stronger metal than either of the metals now in common use. Why should it, therefore, not be possible to consider that the average printing master might be materially reduced in its customary gauge and weight to utilize not only light gauge stainless sheets for the larger printing plates, and the still lighter stainless strip product for those masters, which in the matter of plate width would come within the rolling limits of wide strip mill? Alloy strip in many cases is a relatively cheaper product than a corresponding grade of steel sheet.

Very recent additions to the cold rolling equipment of one of the large producers of both alloy sheet and strip products include an ultra-modern cold rolling strip mill having a capacity for the continuous rolling of the product to a finished width of 36 inches and in gauges down to about 28 (.015625") or possibly finer. In addition to the above, light gauge rolling facilities for cold rolled alloy strip to a maximum finished width of 24" x 31" gauge (.01093") are available to the same corporation.

I would suggest that the offset platemaker check from his list of plate widths, just how many sizes would be obtainable from the strip products of these two sources, remembering of course, that the product is produced in coils of a given length, and that the longitudinal dimension of his plate would be limited only to the length of metal cut from the coil.

Now that the way for light gauge offset plates has been shown, because of adequate strength of any gauge of light strip selected (which means lower cost per square foot of metal surface), and means will shortly be available for its complete and effective processing from the initial step of graining through all the functions of lithographing, it should be possible to promptly produce low chrome alloy to not only aid in the present emergency, but in addition to place in the hands of the offset printer a platemaking medium which has possibilities far beyond the present limited knowledge pertaining to the alloy in question.

No problems should arise in fitting such light gauge plates to present offset press adjustments for printing, because it is common practice to build up the plate to the gauge required, but it is not possible to "build-down" heavy gauge plates for light presses which will not accommodate them.

New processes, and resulting products are on the threshold of reasonably prompt release, which should add in an immeasurable degree in furthering not only the use of this "master metal," but which at present seem capable of producing a type and quality of lithographic printing

(Turn to page 65)



# handling paper

. . . description of the system of inventory control developed by Keller-Crescent Company. Presented by A. S. Koch at the recent N. A. P. L. Convention.

IT MAY occur to you that a much more pertinent subject to discuss now would be the procurement of paper, rather than the handling of it. But since much of the success of any business lies in planning ahead, let us assume that the time has come when we have received from the kind hearted paper manufacturer our daily ration of paper to feed a hungry press.

The system of handling the paper work on an order as it has been developed by Keller-Crescent Co. has been in operation for many years, and has proven its value to the point where we would feel helpless without it. As it stands now it is designed for a medium-sized plant such as ours and might be insufficient for a larger plant and too much system for a small one. Undoubtedly, it would have to be adapted to the needs of the plant using it. Here let me mention that there is no paper mer-

chant's warehouse in Evansville; we are forced out of sheer necessity to carry a larger paper stock than the average plant of our size.

Our present system replaced an old and haphazard one in which the inventory record was kept by the man in charge of the paper stock. We had to depend on his ability to keep accurate records, O. K. invoices and do other such clerical jobs, as well as supply the muscle necessary for lifting the paper off the shelves. At that time the purchasing was done by one of the active officers

of the company as a minor chore in the course of his executive duties. Our new system seems fairly perfect to us since it avoids most of the hazards of the old one. Although we still have to cope with some clerical errors, the chances of their discovery are much greater under our present set-up in which we are not dependent on just one man.

Paper is the chief structural material for the printer just as lumber is for the carpenter, or bricks for the mason. The efficient handling of this raw material plays an important

Fig. 1

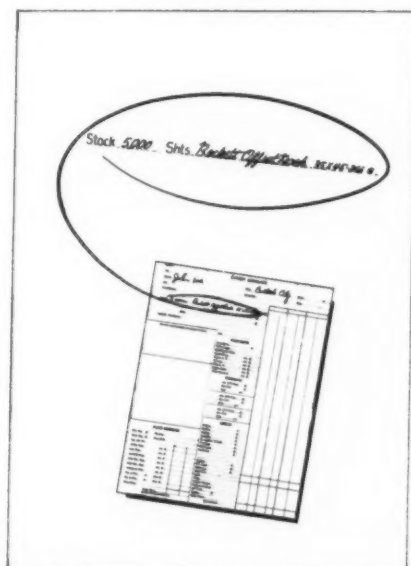


Fig. 2

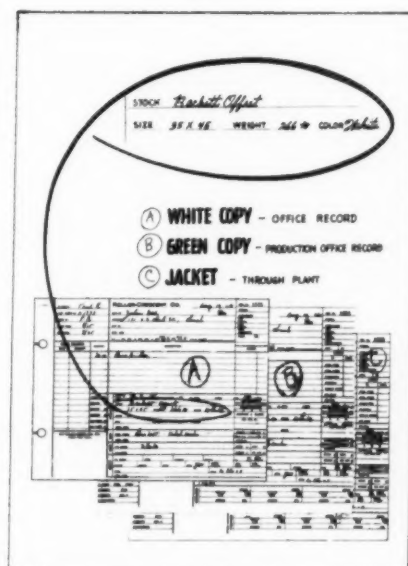
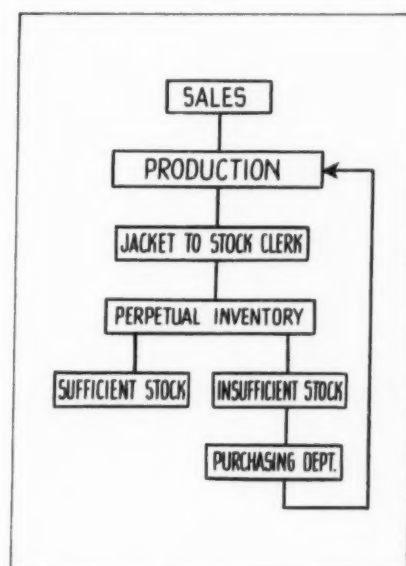


Fig. 3



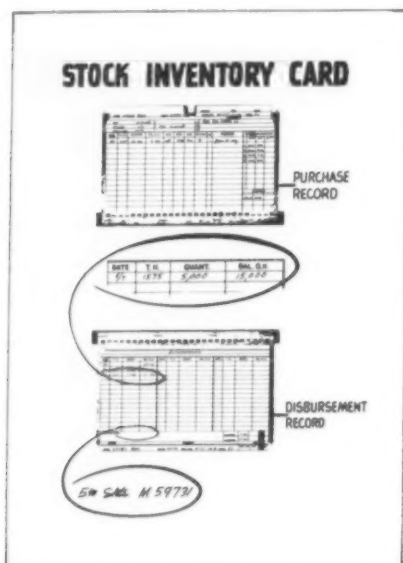


Fig. 4



Fig. 5



Fig. 6

role in the successful operation of a printing plant and the profitable processing of the paper depends to a large extent on the proper handling of it.

After the job is landed and the day's calls are completed the salesman returns to his desk and either he or an order clerk makes out a job ticket. The information necessary for all the technical details of making out the job ticket is secured from the estimate. This estimate carries all necessary information pertaining to the paper such as brand, finish, color, size and weight. If a special mill manufacturing item or special quotation was made, the paper merchant's name is listed. Fig. 1 shows the

paper specifications as they appear on one of our estimates. In this case it is 5,000 sheets Beckett Offset Book 35 x 45—266M.

Fig. 2 shows the order which the salesman fills out in triplicate. In a space provided for the paper specification he fills in the information exactly as it appears on the estimate blank. The white copy is the master record and remains in the office kept in a binder from which it is not removed until the jacket of the completed job returns from the plant. The green copy is the production department's record from which the scheduling of the job is handled. The third copy is the jacket which accompanies the job on its route

through the various departments of the plant.

Before going into detail about the forms which we employ, I feel that it is important for you to understand the interrelation of the various departments that handle them. Toward that end Fig. 3 shows a simplified chart to which I shall refer again in order to allocate the different forms to their proper destination.

I have explained to you how the salesman makes out his job ticket. The white form remains in the office. The green copy and the jacket are turned over to the Production Office, which in turn forwards the jacket to the stock clerk after adding its instructions to those al-

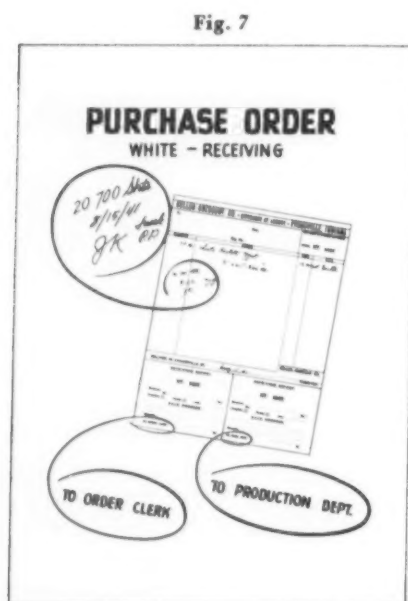


Fig. 7

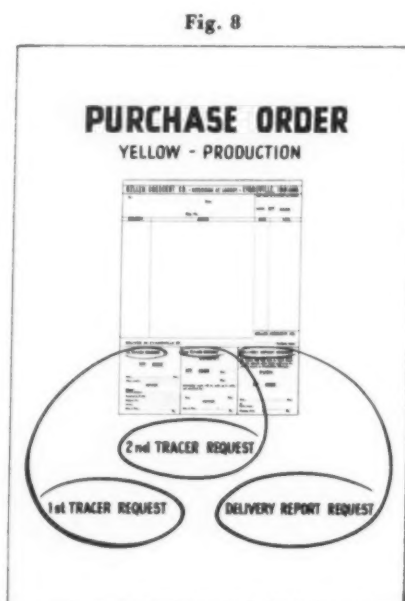


Fig. 8



Fig. 9

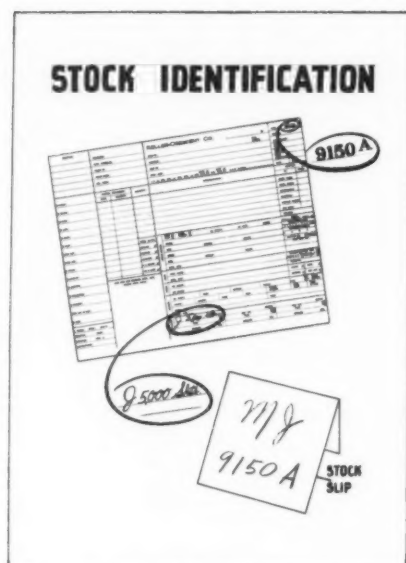


Fig. 10

ready written by the salesman. The green copy is checked against the perpetual inventory. If the inventory shows sufficient stock on hand the green copy is retained by the Production Office. If on the other hand the inventory shows insufficient stock the green copy is turned over to the Purchasing Department. After the order has been placed the green copy is returned to the Production Office.

Presume now that the Production Department is about to check the green copy with our perpetual inventory in which we keep track of approximately 500 items of paper stock. The records are kept in a steel cabinet with several drawers. A separate sheet is made out for each item and so grouped that all uncoated papers are in a different drawer from coated papers, and bond papers, bristols, etc., are in special groups or separate drawers. This division facilitates their rapid location.

A SET of records consists of two parts: the yellow, or purchase record and the white disbursement record, as shown in Fig. 4. On the yellow the following information is entered: description of paper, color, size and weight and basis weight. The exact location of the paper in the stock room is also indicated on this card. There is space provided for breakdown of total paper cost into net cost and freight. Next to it

there is room to list the names of three vendors. The largest part of the card is given over to such information as, purchase date, purchase order number, quantity purchased and balance on hand when the new shipment arrived. This record is of valuable assistance in the determination of an average quarterly or annual consumption of any specific item, and we employ it in planning our most advantageous purchases.

The disbursement record is the card on which deductions are made whenever stock is issued for a job. Shown in Fig. 4 is a typical entry of date, ticket number, quantity and balance on hand. Although this balance reads 15,000 sheets, in a space marked "Reservations" we have noted the fact that five thousand sheets are to be set aside for customer M on job number 59731, indicating that actually only 10,000 sheets are available.

Colored signals are inserted in the files to indicate whether special items should be moved, whether a new supply has been ordered or if stock is low and should be reordered.

At this point I have to refer back to our chart again (Fig. 3). Checking against the perpetual inventory we have found that there is not enough of a special item to fill an order and so the green job ticket is forwarded to the purchasing department, and here a purchase order (Fig. 5) is made out in four parts.

Attached to the pink copy which goes to the vendor is an acknowledgment form. It requests the vendor to supply the following information on the same day the order is received: the date of the complete shipment, or if partial delivery is to be made, its date and the shipping date of the balance, what carrier will be used: freight, truck, express or parcel post.

When this slip is returned to us it is filed with the green copy, which goes to the purchasing department. It gives us vital information, as in many instances, (more generally than not), the supplier cannot comply with the delivery date specified by us on our order.

The green duplicate of the purchase order (Fig. 6) is retained by the purchasing department in order

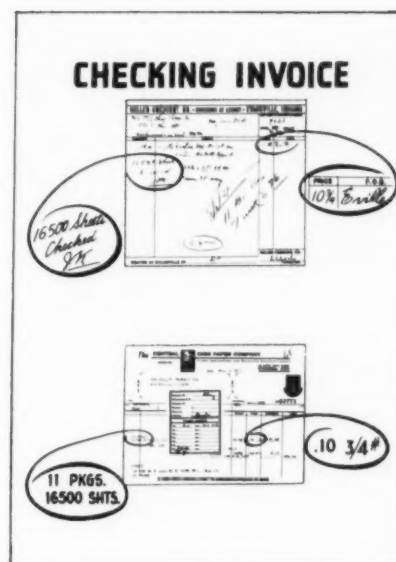


Fig. 11

to check deliveries on the dates specified. The supplier's own acknowledgment of the order is checked against this for correct specifications and price. With it, all correspondence pertaining to the order is placed in the active file.

The white copy (Fig. 7) which goes to the receiving department is the most important of the 3 inter-plant copies. When the shipment arrives, the receiving clerk fills out the two perforated blanks at the bottom of his copy, forwarding one to the order clerk in the purchasing department and the other to the production department. Then he checks the exact amount received which he marks on the body. If it is a complete shipment he forwards the copy to the accounting department. If it is not he holds it, making notations of partial shipments until it is complete.

The yellow copy (Fig. 8) goes to the production department and is its record of the purchase. In the event that a job has been scheduled for production and the white receiving report has not been forwarded, the production department has recourse to the three perforated slips. The first and second of increasing urgency are sent to the purchasing department. The third goes to the receiving clerk and is a request for him to report the arrival of that shipment at once, rather than to follow the usual routine.

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# Better Halftones

## A further explanation of the Kodagraph Contact Screen Process as presented before the NAPL Convention in September\*

WORKERS and inventors have been conscious of the vignetted line, or vignetted dot, screen idea since the beginning of the half-tone process. A vignetted dot screen has elements that show a gradation in density from the center of each dot to the center of each opening more or less. Exposure of a continuous tone image through such a screen in contact with a high contrast photographic emulsion or a sensitized metal plate produces the variable area image seen in a half-tone negative or positive, and this can be done in any type of camera, in an enlarger or in a printing frame. Process photographers who have never made an experimental contact screen seem to be rare indeed, but in spite of the apparent simplicity, graded element screens have not become common and only a few people are known to be using them today, such as Knudsen, Zeese-Wilkinson, and the Hurst-Meulendyke process for small newspapers, and attempts to introduce contact screens into general use have met with failure.

The reasons for this are many, as F. J. Tritton and E. T. Wilson, "The Preparation of Vignetted or Contact Screens" and "Tone Rendering by Vignetted or Contact Screens," *The Photographic Journal*, March, 1940, pp. 59-71, have shown in a classic study of the contact screen problem as they saw it. For the most part, we are in substantial agreement with their findings as far as they go. F. J.

Tritton and E. T. Wilson, *Phot. J.* 79, pp. 396-407, 1939, also studied tone reproduction in half-tone photolithography and offered evidence that correct tone reproduction was unattainable in that process by purely photographic methods except by the use of a tone correcting mask. This conclusion was hardly justified by the scope of their experiments.

Tritton's pessimism in regard to contact screens was based upon experience with silver image photo-

graphic screens. For some years, one of our broad objectives has been to improve the resolution of pictorial detail in half-tones. As F. E. Ives realized, there is a loss in resolving power caused by diffraction in the crossline screen process with fine rulings, i. e., from 120 lines per inch up. Diffraction is eliminated by contact screens but silver image vig-

\*As described by Messrs. Alexander Murray, J. A. C. Yule, F. B. Johnston, and C. Q. Glassey of the Eastman Kodak Company Research Laboratory.

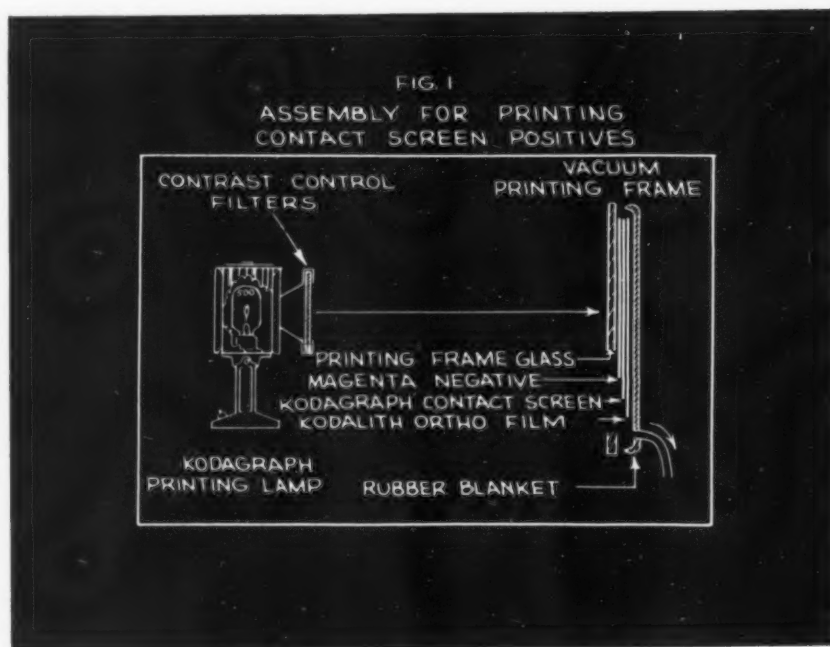




FIG. 2  
CHARACTERISTIC CURVES  
FOR MAGENTA DEVELOPED  
KODAGRAPH COMMERCIAL SCREEN FILM  
CONTINUOUS EXPOSURE AT 65°F

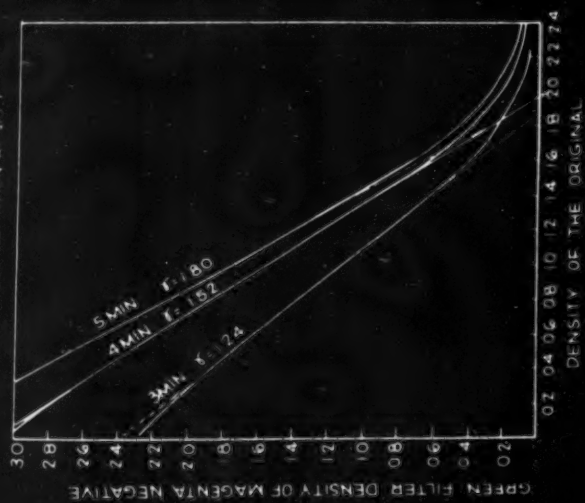


FIG. 3  
KODAGRAPH CONTACT SCREEN POSITIVE  
A ACTUAL TRANSMISSION DENSITIES  
B CORRECTED TO MAXIMUM DENSITY OF 1.40

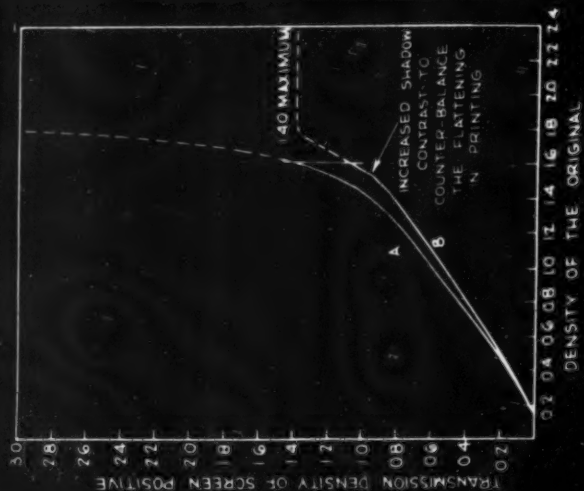
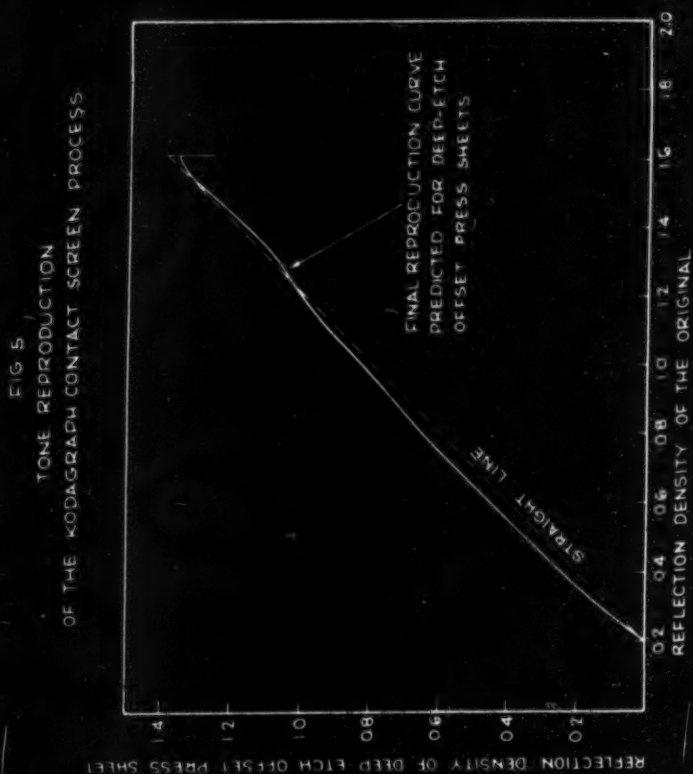
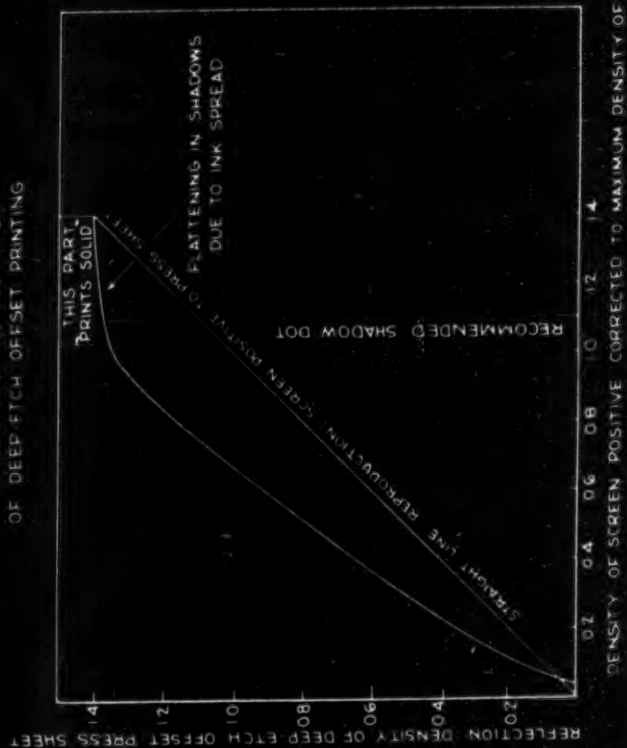


FIG. 4  
TYPICAL TONE REPRODUCTION  
OF DEEP-ETCH OFFSET PRINTING



netted dot screens failed to show any definite gain in sharpness because the silver grains, by scattering the light, produced the same net result as diffraction.

This problem was eventually solved by discarding silver for clear dye images. Nothing is more elusive than unquestionable proof of a difference in the resolving power of two dissimilar half-tone methods and we were thoroughly aware of the circumstance that we were not free from wishful thinking and that announcements of such improvements in the past have proved to be unjustified. Months of testing finally established the reality of this advance beyond doubt, and in this case, we appear to have been leaning over backward because in later contacts with experienced craftsmen, the improvement was not merely admitted but proclaimed with enthusiasm.

In experimenting with clear dye contact screens, it gradually became evident that the dye image opened the way to a sweeping elimination of all the supposed deficiencies of vignettted dot screens. Eventually, the following advances over the prior art in contact screen processes could be claimed:

1. Almost no dispersion of light by screen or continuous tone negative.
2. Wide range of contrast control with a single screen.
3. No out-of-contact effect around dust specks.
4. No Newton's rings.
5. Fully corrected tone reproduction built into screens.
6. Half-tone dot quality is independent of contrast of copy.
7. An improved contact screen half-tone developer for Kodalith films and plates has been introduced.

Specifically, a process for photolithography in black-and-white or color has been put together, which, while not of universal application, is adapted to immediate introduction at least for quality half-tone work. Under the name of Kodagraph Contact Screen Process, materials and minimum equipment, with instructions, have just been placed on the market. For some time to come, the only screen rulings that will be

offered will be 120-, 133-, and 150-line, in sizes limited to 23" x 24" for single 45° screens, and 16" x 16" for four-color angle screens. A number of possible extensions of the method have been scouted and appear to be perfectly practical and there is no doubt that it is flexible enough to be adaptable to a variety of requirements, but it will simplify its commercial introduction if prospective users will learn to use it correctly as it stands, for the time being avoiding premature experiments with unspecified materials and methods, the results of which are quite likely to be disappointing.

**T**O get the most out of this process, the instructions must be strictly adhered to.

In operation, an original is sharply focused and copied with a good clear lens at about f/22 or f/32 onto a piece of Kodagraph Screen Commercial Film to make a good, sharp, continuous-tone negative. The negative is developed 3½ to 6 minutes in a special magenta developer supplied in packaged form (see Fig. 2). This produces an image which is partly silver and partly magenta dye. The negative is bathed for a minute or two in a benzotriazole stop bath. An acid stop bath will not work. Then it is fixed in a F-5 fixing bath. After a short rinse, the silver part of the image is removed in a special ferricyanide-hypo bath, but plain Farmer's Reducer must be avoided. It should now be a clear magenta negative. Finally, it is rinsed, rehardened and washed.

Kodagraph Contact Screens are orange-red in color. The contrast of the screen itself is not materially affected by the operations in which pictorial contrast is controlled by making use of the color of the magenta negative.

Looked at through a green filter, the magenta negative shows a high contrast, while through a magenta or "rose" filter, it will, of course, show very little contrast. Orthochromatic emulsions of the Kodalith type are in common use for half-tone work, so when making screen positives on ortho materials of this kind by the new process, the photographic

contrast of the magenta negative can be altered by using blue-violet or green light or a combination of both for the exposure. Since Kodalith Ortho is not red sensitive, the same result is achieved more efficiently by using a rose filter and a yellow filter. If two screen positives are made with a given screen from the same magenta negative, one being exposed with rose light and the other with yellow light, the difference in contrast is prodigious.

Accordingly, only one screen is required of any ruling regardless of the contrast of the originals. It is recommended that an attempt be made to adjust the contrast of magenta negatives to gross variations in the contrast of originals by changes in time of development, but close control at this stage is superfluous because of the latitude secured by printing with combinations of yellow and rose light.

A convenient, highly directional, 500-watt, printing lamp with a built-in filter slide is available (see Fig. 1). Two 4" x 4" filters, known as Rose and Yellow Kodagraph Printing Lamp Filters fit edge to edge in this slide. By sliding the filters from side to side, first one and then the other covers the lamp aperture, and by changes in the relative exposure through each filter, a sensitive control is gained over the contrast of screen positives. By merely dodging with rose or yellow light, the actual contrast of selected portions of the subject may be decreased or increased.

Making screen positives is a vacuum printing frame operation. A contact screen is placed with its emulsion side in contact with the emulsion side of a sheet of Kodalith Transparent Stripping Film, Kodalith Ortho Film, or a Kodalith Ortho Plate, and a magenta negative is laid with its emulsion side against the back of the contact screen. An exposure is made with rose or yellow light, and the positive is developed in Kodagraph Screen Half-tone Developer. For this purpose, D-85 and packaged Kodalith Developer are unsatisfactory, and their use will result in failure to approach the high quality attainable by the process.

Exposure should be adjusted so that positives may be developed  $3\frac{1}{2}$  to 4 minutes in the above special developer. If the positive is slightly overexposed, it may be corrected by a little reduction in Farmer's Reducer; in fact, it may be found to advantage to rely upon this as an aid to production, but it must not be overdone.

There are two reasons for insisting upon the use of a special developer. The D-85 type of developer used with Kodagraph screens gives dots that are unsharp and the highlight dots do not have safe printing density. D-85 also has a harmful effect upon tone reproduction by introducing a loss in highlight contrast, which is also a very serious matter. The special developer gives printable contact screen dots with all Kodalith products and maintains optimum tone reproduction.

Since there is no latitude in the development of a perfect screen positive or negative, it is essential that a developer produce uniform effects throughout a working day to avoid frequent remakes. Only with careful and skillful replenishment do formaldehyde developers give this uniformity of action. This criticism applies to D-85, packaged Kodalith or Kodagraph Screen Half-tone Developer.

**K**ODAGRAPH Screen Half-tone Developer is to be supplied in packaged form. The material provides a stock solution which is complete except for formaldehyde. This stock solution keeps indefinitely in bottles. Not more than 18 hours before use, a weighed quantity of dry paraformaldehyde is dissolved in a given volume of this stock solution. Enough may be mixed in the evening for the next day's work, but it must be discarded after this as it does not keep. When the readily soluble portion of the paraformaldehyde has dissolved, which requires about twenty minutes with frequent shaking, the solution is ready for use and will immediately produce good half-tone dots. Most samples of paraformaldehyde will leave a slight residue of more or less insoluble material. It maintains this quality

consistently for the next eight hours when kept at 65° F. It is suggested that the photographic speed be kept up by replenishing one-tenth of the volume with the same developer every time a negative is developed. If attempts are made to keep the completed developer in bottles for longer periods, the result will be most disappointing because it is highly erratic when so used.

Because the promotion of this process can only be justified from the standpoint of quality, it is being introduced as a negative-positive method with the intention that it will be used to produce deep-etch plates. This arose from the belief that deep-etch gave better tone reproduction than the albumen process. Time has not yet permitted a quantitative study of tone reproduction in presswork from albumen plates, but such data have been gathered on this phase of the deep-etch process.

Six offset plants, in a number of different cities, were kind enough to submit press sheets from deep-etch plates with the corresponding screen positives. The result was unexpectedly unanimous because five out of six exhibits showed the same tendency, differing only in degree, although several different deep-etch processes were represented.

A point overlooked by F. J. Tritton is that the reproduction curves of screen positives should be recalculated to dots of printing ink density when studying a photo-mechanical process because the silver dots of high contrast emulsions may have several times the density of printing ink. Such a correction makes an important change in the form of the curve. (See Fig. 3.) When screen positives, corrected for printing ink density, were compared with deep-etch press sheets from the same positives, it was noted that the deep-etch process had consistently increased the contrast in the lighter tones and lost contrast in the high densities in five cases out of six. (See Fig. 4.)

By making Kodagraph Contact Screens so that they give screen positives which, after correction to printing ink density, yield a reproduction curve that is a straight line

throughout the highlights and middle tones, becoming steeper in the shadows, excellent shadow contrast is maintained in deep-etch printing with slight exaggeration of highlight contrast, which seems to be the most desirable adjustment for general commercial work. (See Fig. 5.)

As Tritton points out, similar tone reproduction can be obtained by the use of a crossline screen, but there are very few half-tone photographers sufficiently skillful or inspired to maintain themselves at that altitude year in and year out in the face of production demands, and the average craftsman has never made a half-tone of this character. At best, it can only be brought off successfully when the original happens to be especially suitable.

With the new contact screens, the ideal reproduction curve can be maintained independently of the contrast of the copy.

The screens are designed to give perfect tone reproduction under good press operating conditions. There are two points worthy of mention, in this respect. The "blackier" the ink or the better surfaced the paper used in a run, the better the proofs will appear. "Overinking" causes spreading in the shadows and gives the effect of flattening in the darker tones. This should be avoided if possible, but if it cannot, the shadow dots of the screen positive should be kept fairly open.

Kodagraph Contact Screen positives may be reversed chemically to produce screen negatives which can be printed by the albumen process. The dots in reversal negatives are even sharper than in a positive. At the moment, we have no information on the character of tone reproduction in this modification except that it appears to be passable.

An interesting development with which these contact screens have been associated for some time is the regular production of unusually fine-screen half-tones, that is, 300-line work. With the cooperation of our company, the Engineer Reproduction Plant at the War College is producing 300-line Kodagraph Contact Screens for their own use and

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# Advertising

## FOR NEW BUSINESS

By Harry E. Brinkman,\*

Foto-Lith, Inc.

**E**VEN though many of the men in our own organization work constantly with advertising for others, we have always been lax in the preparation of material for ourselves. Lax in that our own jobs are always pushed aside in favor of cash business in the shop; and lax in that we are so close to our own jobs that we fail to comprehend and visualize what the man on the outside would like to know about our business and about photo-lithography.

Sensing this situation, our board of strategy decided some time ago that we were no different than many of the clients for whom we were handling a large amount of printing in that we needed competent and efficient advice in the preparation of our advertising campaign—and that the best policy for us to follow would be for us to employ an advertising agency to do this job for us.

Right here I might say to you men that even though you may have your own creative department and are doing work of a creative nature for your clients, you can do nothing better for your own business than to hire an advertising agency for your own work. An agency can bring in the outside view-point, can shake many of the cobwebs from your own organization, and above all insist that the material which they prepare shall be printed and mailed. This

last point in itself is well worth the small service fee which a competent agency will charge.

We brought into our picture an agency with whom we have worked consistently over a period of a good many years and asked them to make suggestions and recommendations. The agency made a very careful check of our sales situation and came back with the report that it was more important to give information about photo-lithography to our customers than it was to shout Foto-Lith, Foto-Lith, Foto-Lith, constantly. A small survey of the territory showed that most printing customers were buying photo-lithography merely because they thought it was cheap, that no plates were required, that it could almost work miracles at low cost. Practically none of the printing buyers in the territory had any definite preference for one concern over another, except where personal friendships were involved, simply because most of them felt that all photo-offset was the same in quality, and that none of it could approach the quality of good letterpress printing.

With these facts before us our agency suggested that we delve very deeply into the matter of educating the printing buyer to the true value and possibilities of photo-offset, and to merely mention Foto-Lith as a secondary consideration. We felt sure that a very definite advantage would come to us here at Foto-Lith

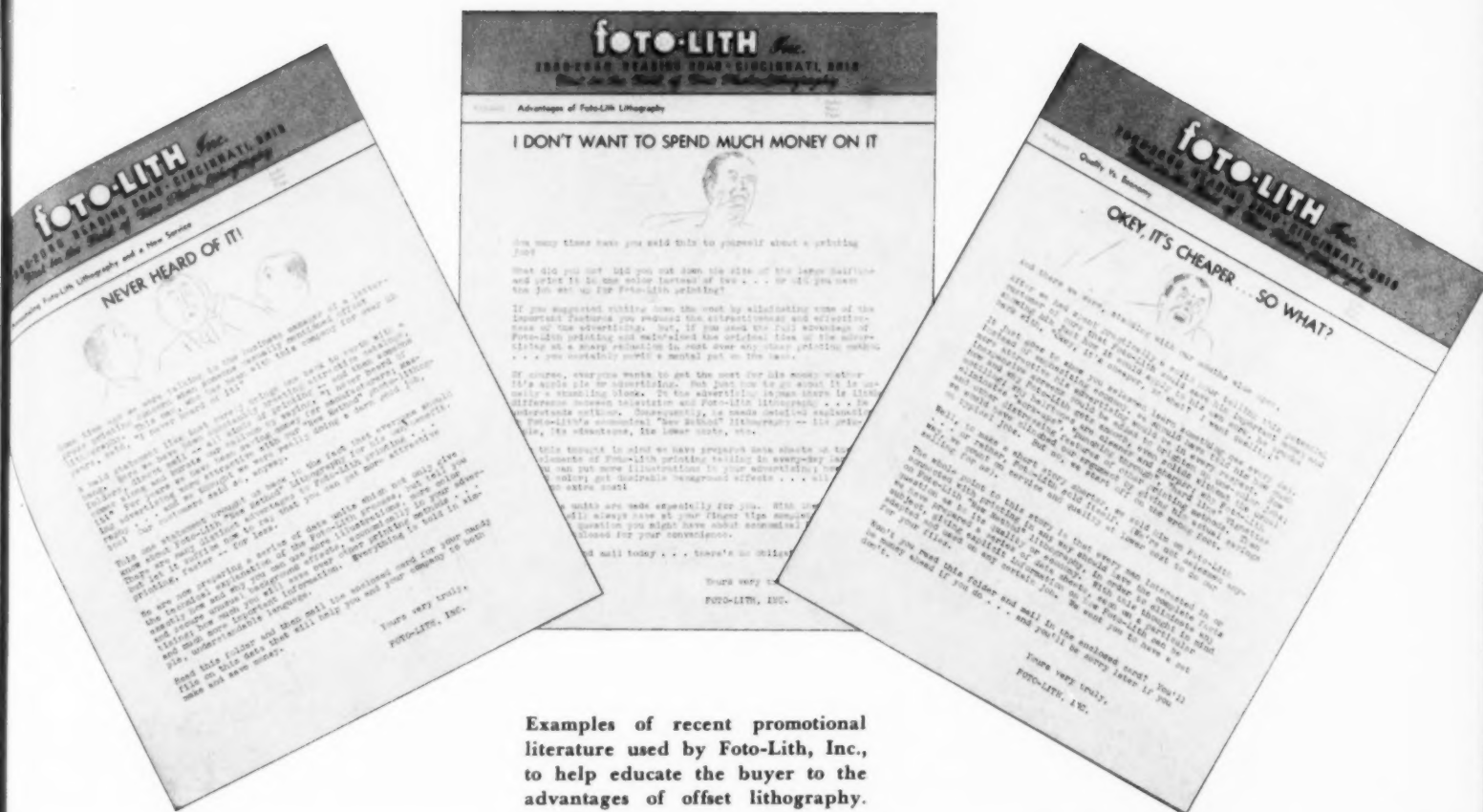
in being the first outfit in this territory to convey real and pertinent information instead of just yelling "cheap, cheap, cheap."

Based on this premise, our agency came to us with a very definite program consisting of three mailing pieces announcing our plans, and a twelve month mailing of pertinent data sheets which attempt to tell not only our story but the industry's story, and the very definite advantages which photo-offset can give over other forms of printing.

As many of you know, the original three mailing pieces have been prepared and have gone out into the mails. For those of you who have not seen these pieces, I have brought several of them with me and will be glad to have anyone interested look them over at their convenience. These three mailings brought us inquiries from every part of our territory totaling 236, each one requesting that we put them on the mailing list to receive the data sheets which would be forthcoming from time to time throughout the year.

Before going any further in connection with the background thinking on the data sheets, I feel that I probably should borrow from the recommendation of our agency and tell you more about the reasons for our deciding on this type of a campaign. Our agency brought out to us very forcibly that we as photo-lithographers were not only losing

\*One of three papers on this subject delivered before the N. A. P. L. Convention, Cincinnati, Sept. 18-20.



Examples of recent promotional literature used by Foto-Lith, Inc., to help educate the buyer to the advantages of offset lithography.

business to other methods of printing, but were losing thousands and thousands of dollars annually to magazines, newspapers, billboards, radio and other forms of advertising simply because we in the industry were asleep at the switch in not giving to the printing buyer all of the facts pertaining to our method and the results which could be obtained from direct mail advertising.

Our agency pointed out to us that each and every one of these other advertising media were giving the client a complete story and the reason for his using their service, while on the other hand most printing salesmen knew nothing of the philosophy of direct mail, what it intended to do or accomplish. Many printing salesmen in this field knew nothing of the ability and physical equipment of his plant and therefore many ended up in getting jobs on a price basis rather than on results basis.

**B**UT how to tell this story was really a problem until definite plans had been outlined, and strange as it may seem our agency was ready with such a plan. We were told

that there are two essentials in organized selling—(1) Sales Ammunition—(2) Effective Firing. Then we were told that there were two steps in organizing the sales ammunition and that was (1) to collect and (2) to classify, and have it handy for use at all times.

This looked like pretty much of a job to us and we were very reticent about going ahead with the matter until the plan was unfolded to us further through an explanation of the 10 basic classifications of every business, which covered every question a prospect might ask.

I cannot go into complete detail here in connection with the 10 basic classifications, except to say that these break down into the following 10 points. (1) History and Background, or excuse for existence; (2) Scope of Service, what do we do, our main advantages over others; (3) Organization, physical equipment, the size of our plant, kinds of machines, number of employees; (4) Ability, how good our people are, how good are our machines; (5) Who are our customers, who believes in us, how do our customers classify, whether we are specialists in any

particular field; (6) Recognition, awards we have received, letters of congratulation, etc.; (7) Evidence of Achievement, our physical growth, our financial growth, results for clients; (8) Our Methods, how we work, what our policies are; (9) Costs, what and how we charge; (10) Summary, or how all the foregoing applies to the printing buyer, what specifically can be done to solve his problem.

This may all sound like so many words, but when you see what we have been able to accomplish through this outline after our year of promotion is completed, you will be amazed at the amount of valuable information which we have been able to get together and pass on to our clients telling not only our story but an industry story.

Our data sheets based on this outline are being prepared from day to day and will be mailed in batches of from two, four or six units in from twenty to twenty-four mailings throughout the year. In these data sheets we will tell our clients the difference between regular and deep-etch. We will explain how econom-

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# Defense and Lithography

Please bear in mind that the defense picture is a rapidly changing one and that this is a monthly report. The facts reported herein represent the latest available information at the time of going to press. They may change overnight.

IN THE September issue this column reported that representatives of the packaged chemical, drugs and soap industry were called together at the request of Norbert A. McKenna, chief of the Paper and Pulp Commodity Section of OPM, to consider ways and means of cutting their paper requirements 25 per cent. Under the chairmanship of Roy Peet, of Colgate-Palmolive-Peet Co., the industries mentioned above have completed their report outlining a program of paper conservation. The report has been filed with Mr. McKenna and the industries concerned are awaiting the reaction of OPM to the suggestions made. While the report is too lengthy to be carried in full here, the following recommendations included in the proposed program should be of interest to lithographers:

Drugs and Pharmaceuticals  
Proprietaries  
Chemicals (packaged—not in bulk)  
Toilet Preparations and Cosmetics  
Soap

## Conservation and Reduction

1. In the belief that forward buying is one of the serious causes of shortages of paper and paper board, we recommend that a directive be issued to industry generally along the following lines. No company shall maintain a floor stock of folding boxes, shipping containers or other paper or paper board in excess of 90 days' requirements with a limit of 90 additional

days supply on order except that no limit as to time shall be placed on orders for less than 20 tons.

2. Manufacturers be directed to discontinue the use of shipping cases in excess of the standards prescribed by rule 41 of the Consolidated Freight Classification or by the Interstate Commerce Commission.

3. Manufacturers be directed to discontinue the use of solid fibre board except where Interstate Commerce Commission or other official regulations require them.

4. Manufacturers (Consumers of paper cartons, shipping cases, etc.) be directed to effect all savings practicable in paper and board used in production, packaging and shipping by the following methods:

- Reduction in number and size of labels.
- Reduction in caliber and weight of cartons.
- Reduction in number and size of circular inserts, etc.
- Reduction in size and weight of individual wrappers.
- Reduction in size and weight of shelf wrappers.
- Re-use between supplier's plant and user's plant of shipping cases for cartons, bottles, tubes, etc.
- Re-use of any other incoming shipping cases for outgoing shipments.
- Re-design of packages to use less paper or paper board in relation to product.
- Packaging more units to a shipping case.

## Elimination

5. Any directive on elimination should state that manufacturers (consumers of paper and paper board products) should cease the use of the eliminated item in packing 120 days after the date of the directive. This is in order to keep competitive products on a competitive basis. It is almost certain that one organization

may have packaging materials on hand to last six months or a year on some item, while another organization may have only a few weeks supply on a competitive item. Under this directive the first organization would be obliged to scrap many months supply of the eliminated item while the second organization would purchase a small quantity to last to the end of the 120-day period.

6. Manufacturers eliminate all paper cartons from products first packaged in metal, glass, wood, plastic, paper, paper board, or from products which in themselves are durable, with the following exceptions:

- Products which require accessory appliances.
- Collapsible tubes.
- Products which require cartons for sanitary protection.
- Products which require protective covering.
- Products which absolutely require a circular or insert for technical, scientific or medical directions that cannot be included on label and cannot be incorporated with the bottle by any means other than the use of a carton.

7. Manufacturers eliminate all inserts and circulars with the following exceptions:

- As required by law.
- As required for necessary technical, scientific or medical directions which cannot be included on the label.

8. Manufacturers eliminate all display containers. Exceptions:

- Any display container which also serves as a necessary protective covering.

9. Manufacturers be directed to eliminate superfluous wrappings or protective packaging where not essential for protection or required by law or health authorities.

In a subsequent report submitted on October 21st, the committee added a number of recommendations which specified the caliper of paper board to be used in cartons for soap chips, flakes and granulated and powdered soaps. Included with these recommendations were schedules giving the maximum caliper for paper board to be used in cartons according to net weights. No estimate was given as to the percentage reduction in paper consumption which would result if OPM accepted the report, but it is believed that it will fall far short of the 25 per cent asked by Mr. McKenna.

WHILE the issuance of the paper conservation report by the packaged chemical, drug and soap toiletries industries was probably the



major piece of news along the lithographic defense front last month, another item of interest was the granting by the Supply Priorities and Allocation Board of an A-10 rating, under Preference Priority P-22, for material for maintenance, repair or operating supplies in the printing and publishing industry (not, however, for paper, ink and other items which become part of the finished product), complete details of which are reported elsewhere in this issue. In connection with the A-10 rating, lithographers, of course, will have to bear in mind that it does not mean that they will get all the materials and supplies needed. The rating merely gives a high-number position in the waiting list, if and when the materials are available. Hence, the importance of a questionnaire such as the one issued by the Lithographers National Association, New York, last month, asking the industry for complete information regarding its annual requirements of materials, cannot be overestimated. It is necessary that complete facts and figures showing the lithographic industry's requirements be compiled if lithographers are to be given a definite allocation of materials and supplies rather than just a priority rating.

An additional item of interest in the defense news last month was the agreement of three leading producers of wood pulp, in accordance with a request by Leon Henderson, administrator of the Office of Price Administration, to withdraw fourth-quarter price increases ranging from 5 to 10 dollars a ton. Due to their acceding to his request, the need to impose a schedule of ceiling prices over this commodity has been obviated for the time being, Mr. Henderson announced. As a result of this latest development, all but one of the pulp producers represented at the earlier meeting with OPA have become parties to individual agreements not to exceed during the remainder of 1941 the contract prices that prevail generally during the third quarter. The three companies that agreed to return to third-quarter prices are International Paper Co., Container Corp. of America and St. Regis

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## Offset paper at work

Another in the series on offset paper by Mr. Wheelwright, author of "Printing Papers," a definitive work on papers of all types for the Graphic Arts, recently published by University of Chicago Press.

BY WILLIAM BOND WHEELWRIGHT

AT the recent fall meeting of the National Paper Trade Association, Norbert A. McKenna, Chief of the Pulp and Paper Section, Office of Production Management, outlined the policies by which paper production and distribution will be guided for the duration of the war emergency.

"We, as the paper and pulp section of the Office of Production Management," he said, "have dedicated ourselves to the maintenance of every proprietorship and every job in all of our industries of pulp, paper, printing and publishing, just so long as it is possible, consistent with meeting defense needs first. . . . We can, we think, accomplish that end by leaving the administration of paper to industry itself and keeping government interference to the minimum."

The success of this philosophy obviously will depend upon the amount of cooperation forthcoming both from paper producers and paper consumers. It is up to the allied industries to consider and determine "methods by which a ton of paper can be spread over more square yardage." The reason is obvious—there is a visible potential shortage of six million tons of paper for the year 1942. It is estimated that 43 per

cent of the boxboard, 29 per cent of book papers, 40 per cent of fine paper, 9 per cent of coarse paper and 80 per cent of building paper will go directly or indirectly into defense uses. The country can produce not over 20 million tons of paper including Canadian newsprint, whereas 26 million tons would be used if the normal weight specifications could be maintained.

It is absolutely necessary wherever possible to "spread each ton of paper over more square yardage." By this means only, can printers and lithographers hope to obtain the number of sheets they will require. The sheets themselves will have to be lighter. Probably among the recommendations which are forthcoming, will be one to place a ceiling over the maximum basic weights in which paper will be made. The savings thus realized in tonnage of raw stock can be run into a higher number of sheets. In anticipation of this regulation, farsighted printers will begin to educate their trade and plan their production accordingly.

In the two previous issues of MODERN LITHOGRAPHY we have already stressed the importance of calculating paper requirements in terms of cost per sheet, rather than

cost per pound, and giving more consideration to thickness and its relations to finish and ream weight. We have warned against the trend toward odd sizes which cut wastefully from stock size papers, and have mentioned the avoidable wastes occasioned by the fad for bleed-edge illustrations. The time has now come to insist upon the abandonment of all wastefulness in planning or execution.

Now we go even further, and suggest the abandonment of unnecessarily wide margins, or of extravagant typographical arrangements. We even advise the use of smaller type so far as is consistent with legibility, so that more words per page may result in an economy of pages and hence of paper. We would encourage copy writers to take example of the excellent condensation by the editors of *Reader's Digest*, thus restricting avoidable waste at the fountain head. If as is said, "one picture equals a thousand words," let there be more illustrations and fewer words. The offset process is admirably adapted to picture-writing.

Last but not least, since more raw materials will be needed, let all conserve and bale waste sheets and trimmings, and encourage the collection of old books, magazines, etc., in every community. Litho organizations might take the lead in such a movement. Only by adopting stringent measures can a serious shortage of paper be avoided.

**W**E recently questioned the Office of Production Management as follows: "I cannot understand how paper for OPM purposes can reach 5 million tons, which is almost as much as our total production for 1914, and not greatly less than 1919 production, which only exceeded that of 1914 by about 14 per cent. Yet in 1918 we had 4 million men under arms, had built a big fleet of merchantmen, added to the navy, and were then as now to a big extent, the 'arsenal' of the allies."

Mr. McKenna, Chief of the Pulp and Paper Branch replies: "A total of 5 million tons for defense is both direct and indirect. The uses of paper in serving the improvements

in industrial processes have been enormous since the last war. Our population has grown and our national income today is probably three times what it was in 1914, indicating a huge increase in industrial requirements for paper. Our war effort today is greater than it was at the peak of the last war."

Recognizing the able personnel of the Pulp and Paper Branch of OPM and the mass of data available to them, the sensible thing for civilian paper consumers to assume is that their figures are the best guess possible, and on this basis devise all possible means for making paper tonnage go further than before. This can be accomplished by reducing margins, and where possible using smaller sheets of standard size paper of the minimum practical basis weights.

How far these economies must proceed to see us through without any severe shortage depends upon numerous variables. Among other things to take into account is the total tonnage of printing and other "fine" papers which can be produced with all mills on full time and running at maximum efficiency.

In 1940 there was 14 per cent of idle time and the overall production of paper in the U. S. was 14,372,000. The ratio of production to capacity reported for the week ending October 11th was 102.8% and has been in this neighborhood since early in September. This encourages us to think that we may count on about 20 per cent more overall tonnage throughout 1942, as the average production for the year 1940 was but 85.6% and some new machines are just coming into production. With the new incentive to produce, this assumption does not seem too optimistic.

The newsprint supply is imported from Canada and Newfoundland to a great extent—approximately 70 per cent. Canadian production in 1940 was estimated as 21 per cent below capacity, which according to an article in last February 20 issue of *Paper Trade Journal*, left "a margin between shipments and capacity of 933,066 tons. The imports from this country in 1940 were 2,594,452 tons.

And it is estimated that our paper exports for the coming year will no doubt much exceed those for 1940.

In estimating the effects of defense demands upon the graphic arts and stationery trade we have to consider the situation in more detail.

The needs for defense have been estimated on the assumption that including newsprint imports, a total supply of 21 million tons of paper will be available during 1942. Of this amount "43 per cent will go directly and indirectly to defense; 29 per cent book papers; 40 per cent fine papers; 9 per cent coarse papers; 80 per cent of building paper." In container board it is estimated 52 per cent will be required.

The natural thing for printers is first to estimate how many tons of printing papers and of fine papers will be available after OPM requirements and exports are deducted. This involves some interesting guesswork. Everyone can make his own guess; we hazard ours on the basis of 20 per cent additional tonnage for book and fine paper over the 1940 record and a deduction for exports of 50 per cent increase over these items in 1940.

Book paper production for 1940 (1,624,000) plus 20 per cent equals 1,948,800 tons. Deducting 29% for OPM requirements, (565,152 tons) leaves 1,383,648 tons. Exports of "printing papers" for 1940 were 53,427 tons, adding 50%, equals estimate of 80,140 tons. Deducting this from book paper available for civilian needs leaves 1,303,508 tons. It is interesting to note that in 1935 the production of book paper (uncoated) was 1,281,900 tons.

Turning to "fine papers" by the same procedure we estimate production for 1942 might be 750,000 tons. Deducting 40 per cent (OPM estimate) leaves 432,000 tons for civilian use and export. Last year we exported 51,482 tons of fine papers; if we increase exports 50 per cent our domestic supply will shrink to 354,777 tons. No matter how we figure or guess about exports, the situation as regards "fine papers" suggests an imperative call for economy in these

(Turn to page 57)



# TWO NEW PLATES...

**Important Additions  
to the**

## **EASTMAN LINE**

**KODAGRAPH C.T.C.  
PANCHROMATIC PLATES**

**KODAGRAPH CONTRAST  
PROCESS ORTHO PLATES**

**T**HESE new plates offer substantial improvements over the plates which they replace—Wratten C.T.C. (Contrast Thin Coated) Panchromatic and Eastman Contrast Process, respectively.

Kodagraph C.T.C. Panchromatic Plates Antihalation, for making direct-screen color separations, have greater physical hardness, improved dot sharpness, and better keeping qualities. Speed and color balance are unchanged.

Kodagraph Contrast Process Ortho Plates Antihalation, as the name indicates,

are orthochromatic rather than blue sensitive. They are particularly adapted to the making of screen negatives or positives in the indirect method of full-color reproduction. The new plates provide sharper halftone dots and excellent line negatives. A harder and denser small shadow dot can be obtained in dot etching. They also are considerably faster than the plates they replace.

Both of the new plates are supplied in a complete range of standard sizes, from 5 x 7 to 30 x 40 inches.

*Order from your Graphic Arts dealer*

GRAPHIC ARTS SALES DIVISION  
**EASTMAN KODAK COMPANY, Rochester, N. Y.**





## Curses on you, Jack Dalton!

**T**AKING a pot shot at your most aggressive competitor has always, we suppose, been one of the favorite year-round pursuits of the publishing business. That one of our competitors has singled us out for a persistent series of treatments should thus be taken, perhaps, as a compliment of a sort. Their latest jab is to the effect that they can boast a group of advertisers who use space with them, but who don't advertise with other trade papers in the lithographic field,—*meaning us*.

We rushed right to the ad index, proved their figuring accurate, and then just for good measure checked our own

list of advertisers. Strangely enough, it turned out that we too have a group of advertisers who use space solely with *us*—thirty-two was our quick count. We don't remember that we ever did much blowing about our "exclusives" before, or whether there is much point in getting all heated up about them now. Since our pal with the sling shot raised the issue, though, we thought we would take time out to set the record straight at the risk of boring some of our readers. Hope in the future we will have sense enough to stick to our job of writing copy about our readers and their problems—instead of about our competitors and theirs.

# MODERN LITHOGRAPHY

254 West 31st Street

New York, N. Y.

## IN AND ABOUT THE TRADE

### Lynn and Boston Firms Merge

The Lynn Lithograph Co., Lynn, Mass., has been merged with the Boston Offset Co., Boston, it was announced last month. The new firm will retain the name of Boston Offset Co., and will be located at 152 Purchase Street, Boston. C. J. Rich, C. L. Rich and R. R. Williamson are owners of the Boston concern, which was established about 18 months ago. Frank Taylor and Forrest Cook are head of the Lynn Company. They were formerly with the Forbes and Donnelley companies. Only the art department of Lynn Litho has been carried into the new business. Specialized work will be offered by the new company, including printing on cloth for book covers and on imitation leather for the shoe trade.

### Litho Club Hears Machell

Joseph E. Machell, factory manager of the Stecher-Traung Lithograph Corp., Rochester, N. Y., was guest speaker at a meeting of the Philadelphia Litho Club held at the Poor Richard Club, that city, last month. Discussing the subject "Conservation of Materials and Use of Substitutes," Mr. Machell pointed out ways and means by which the Government's emergency program of practical adjustments can be worked out more smoothly and described how lithographers can assist the Defense Program and work with OPM in order to gain more consideration when supplies and materials are apportioned.

Following Mr. Machell's talk, the annual election and installation of officers was held. New officers elected were Herman J. Hanselman, Penn Litho Co., president; Walter A. Kaiser, Edward Stern & Co., vice-president; John Knellwolf, United Lutheran Publishing House, treasurer; and Fred W. C. French, Lanston Monotype Machine Co., secretary. Those elected to the

board of governors were: William H. Jensen, Dando-Schaff Printing Co.; E. Ronald Byers, R. M. Hollings-



HERMAN J. HANSELMAN

... new president of the Philadelphia Litho Club

head Corp.; Anthony Capello, Joseph Hoover & Sons Co.; Milton Davis, Jr., Davis Printing Service; Theo. E. Greifzu, Sr., Graphic Arts Engraving Co.; Walter A. Harris, Ketterlinus Litho. Mfg. Co.; Louis Poplar, Zabel Bros. Co.; Dr. L. F. Rogers, Bond Mfg. Co.; Ernest H. Schau, Crown Can Co.; William J. Stevens, Edward Stern & Co.; and Walter Bossert, Sinclair & Valentine Co.

### Frank A. Rolph Dies

Frank A. Rolph, 73, chairman of the board of directors of Rolph, Clark, Stone, Ltd., Toronto lithographing concern, died October 24th at Preston, Ontario, following a heart attack. Mr. Rolph entered the lithographing firm headed by his father upon completion of his formal education. Largely through his initiative, the business was greatly expanded in 1913 and became what was recognized by the trade as one of the most modern lithographing plants in America. In 1929, Mr. Rolph became president of the company. He retired from the presidency in 1940 but continued as chairman of the board until his

death. Mr. Rolph was a past president of the Canadian Lithographers Association and was also active in the Canadian Manufacturers Association and the Toronto Board of Trade.

### Re-elect Parker

Edwin W. Parker, Parker Metal Decorating Co., Baltimore, was re-elected president of the Baltimore Litho Club at a meeting held last month. Other officers re-elected were Otto Molz, American Bank Stationery Co., vice-president; T. King Smith, Gamse Lithographing Co., secretary; and Edwin A. Steinwedel, Crown Cork & Seal Co., treasurer.

### A-10 Rating for Maintenance

The Supply Priorities and Allocation Board, Washington, has assigned an A-10 priority rating (by means of Preference Rating Order P-22, amended) to all normal requests for operating supplies and materials for maintenance or repairs required by the production and wholesale branches of industry. This includes, by specific mention, printers, lithographers, and publishers.

Any plant or business entitled to use the A-10 rating can do so merely by endorsing the following statement on the original and all copies of the purchase order or contract for the material ordered, manually signed by a responsible official: "Material for Maintenance, Repair, or Operating Supplies—Rating A-10 under Preference Rating Order P-22, as amended, with the terms of which I am familiar."

The A-10 preference rating does not apply to any material which is physically incorporated in whole or in part into any product of the producer. For example, paper, ink, cartons, stitching wire, and other materials which go to the customer with the completed job do not come

under the A-10 preference rating. On the other hand, actual operating supplies for the litho plant such as press plates, photographic supplies, etc., do come under the A-10 rating.

The A-10 rating cannot be used unless the material wanted cannot be secured without the use of the rating. The quantity of material for operating supplies or maintenance or repair which may be received by any producer per calendar quarter is limited to 25% of the aggregate dollar volume of such items withdrawn from stores or inventory by the producer during 1940.

No producer can receive any item of material for operating supplies, maintenance or repair until his inventory of such items has been reduced to a "practical working minimum." This minimum is defined as the aggregate dollar volume of such items on hand as inventory December 31, 1940 or at the close of a fiscal year ending during 1940.

These are just a few of the important provisions with regard to the use of the A-10 preference rating. The full text of the order should be studied carefully before any attempt is made to use the A-10 rating. (Copies are available from Donald M. Nelson, Director of Priorities, Washington, or from your trade association.)

Use of the A-10 preference rating does not mean that lithographers will get the materials ordered under this priority number. The priority number merely gives a comparatively high position in the waiting line if and when the materials needed are available (direct defense needs come first). This A-10 rating has been given to many thousands of firms—in fact the rating is extended to the entire production and wholesale branches of industry! Retail establishments, according to S. P. A. B., are excluded at least for the time being because of administrative difficulties. This probably means that retailers, too, will have the A-10 rating sooner or later, it is felt.

From a practical standpoint, this new A-10 rating doesn't guarantee anything—nor are lithographers much better off than before because so many producers and wholesalers

have been given the right to use the A-10 rating, is the opinion of litho executives.

#### **Litho Club for New England**

A Litho Club, to be conducted along the lines of the clubs in New York, Chicago, Philadelphia and



**ANTHONY DiNICOLA, JR.**

... president of the Connecticut Valley Litho Club.

Baltimore, was formed in Hartford, Connecticut, last month. The name decided upon by the 75 lithographers in attendance is the Connecticut Valley Litho Club, and the next meeting is to be held on the first Friday of December, at Hartford. Hartford was selected as the city for meetings since it is the most centrally located for the district, which embraces Bridgeport, New Haven, Wallingford, Meriden, Waterbury, Thomaston, Springfield, Holyoke, Warren and Worcester.

The officers elected were president, Anthony DiNicola, A. D. Steinbach & Sons, New Haven, Conn.; vice-president, Ralph Rich, Rich Lithographing Co., Chicopee Falls, Mass.; treasurer, Fred Kendall, Kellogg & Bulkeley Co., Hartford, Conn.; and secretary, Frank Holloway, General Printing Co., Springfield, Mass.

Those serving on the executive board, along with the above officers, are Clifford DuBray, Brooks Bank Note Co., Springfield, Mass.; Robert DeVoie, General Printing Co., Springfield, Mass.; and Lawrence Grennan, Hartford Fire Insurance Co., Hartford, Conn. Lou Tamb, of Fuchs & Lang Mfg. Co., was named

chairman of publicity and membership promotion. An invitation is extended to every lithographer to attend the next meeting.

#### **Rayner Expands Plant**

Rayner Lithographing Co., Chicago, is completing an expansion program which includes the construction of a one-story addition, 30 x 125 feet in size, to its plant at 2054 W. Lake St. New equipment has been recently installed including a Harris 21 x 28 offset press, together with stitching machines and other facilities.

#### **E. L. A. Holds Defense Meeting**

Subjects relating to the defense program and its effect on the lithographic industry were the featured topics at an open meeting of the Eastern Lithographers Association held November 5th at the Building Trades Club, New York. Guest speakers included W. Floyd Maxwell, executive secretary of the Lithographers National Association, who spoke on "Lithography and Defense Industry;" James L. Murphy, member of the E. L. A. Labor Committee, who described "The Labor Picture in the Metropolitan Area;" and Anthony J. Math, of Sinclair & Valentine Co., New York, and president of the National Association of Printing Ink Makers, who discussed the "Availability of Supplies and Materials."

#### **Reduce N. Y. Sales Tax**

The New York City 2 per cent sales tax (and also the compensating use tax) was reduced to 1 per cent effective October 27, 1941, under the provisions of two bills signed by Mayor F. H. LaGuardia. The reduction in the sales tax rate affects, of course, the sale and delivery into New York City of lithographic products on which the tax had been chargeable at 2 per cent.

#### **Condemns "Unsightly Billboards"**

Harold L. Ickes, Secretary of the Interior, last month issued an order that "unsightly billboards" or those constituting traffic hazards be banished from public lands. At the same time he directed that a fee of 20 cents





# WARREN'S Cumberland Offset

► PRE-CONDITIONED ◀

## WOVE & SPECIAL FINISHES

Postal regulations prohibit sampling of paper in this publication, therefore this insert is not printed on Cumberland Offset.  
Sample Book of all finishes of Warren's Cumberland Offset may be secured from your Warren merchant.

*Leading*  
**PAPER MERCHANTS**  
*who sell and endorse*  
**Warren's Standard Printing Papers**

ALBANY, N. Y.	Hudson Valley Paper Company
ATLANTA, GA.	Sloan Paper Company
BALTIMORE, MD.	
	The Barton, Duer & Koch Paper Co.
BATON ROUGE, LA.	Louisiana Paper Company, Ltd.
BIRMINGHAM, ALA.	Strickland Paper Company
BOISE, IDAHO	Zellerbach Paper Company
BOSTON, MASS.	Storrs & Bement Company
BUFFALO, N. Y.	The Alling & Cory Company
CHARLOTTE, N. C.	Caskie Paper Company, Inc.
CHICAGO, ILL.	Chicago Paper Company
CINCINNATI, OHIO	
	The Diem & Wing Paper Company
CLEVELAND, OHIO	{ The Petrequin Paper Company
	{ The Alling & Cory Company
COLUMBUS, OHIO	
	The Diem & Wing Paper Company
DALLAS, TEXAS	Olmsted-Kirk Company
DENVER, COLO.	Carter, Rice & Carpenter Paper Co.
DES MOINES, IOWA	Western Newspaper Union
DETROIT, MICH.	Seaman-Patrick Paper Company
EUGENE, ORE.	Zellerbach Paper Company
FORT WORTH, TEXAS	Olmsted-Kirk Company
FRESNO, CAL.	Zellerbach Paper Company
GRAND RAPIDS, MICH.	
	Quimby-Kain Paper Company
GREAT FALLS, MONT.	
	The John Leslie Paper Company
HARTFORD, CONN.	Henry Lindenmeyr & Sons
HOUSTON, TEXAS	L. S. Bosworth Company
INDIANAPOLIS, IND.	Crescent Paper Company
JACKSONVILLE, FLA.	Virginia Paper Company, Inc.
KANSAS CITY, MO.	Midwestern Paper Company
LANSING, MICH.	The Weissinger Paper Company
LITTLE ROCK, ARK.	{ Western Newspaper Union
	{ Arkansas Paper Company
LONG BEACH, CAL.	Zellerbach Paper Company
LOS ANGELES, CAL.	Zellerbach Paper Company
LOUISVILLE, KY.	Miller Paper Company, Inc.
LYNCHBURG, VA.	Caskie Paper Company, Inc.
MILWAUKEE, WIS.	
	The W. F. Nackie Paper Company
MINNEAPOLIS, MINN.	
	The John Leslie Paper Company
	Henry Lindenmeyr & Sons
NEWARK, N. J.	{ Lathrop Paper Company, Inc.
	{ Storrs & Bement Company
NEW HAVEN, CONN.	Henry Lindenmeyr & Sons
	Lathrop Paper Company, Inc.
	The Alling & Cory Company
NEW YORK CITY	{ J. E. Linde Paper Company
	{ The Canfield Paper Company
	{ Marquardt & Company, Inc.
	{ Schlosser Paper Corporation
	{ Zellerbach Paper Company
OAKLAND, CAL.	
OKLAHOMA CITY, OKLA.	Western Newspaper Union
OMAHA, NEB.	
	Field-Hamilton-Smith Paper Company
	D. L. Ward Company
PHILADELPHIA, PA.	{ The J. L. N. Smythe Company
	{ Schuykill Paper Company
	{ Zellerbach Paper Company
PHOENIX, ARIZ.	
PITTSBURGH, PA.	The Alling & Cory Company
PORTLAND, ME.	C. M. Rice Paper Company
PORTLAND, ORE.	Zellerbach Paper Company
RENO, NEV.	Zellerbach Paper Company
RICHMOND, VA.	B. W. Wilson Paper Company
ROCHESTER, N. Y.	The Alling & Cory Company
SACRAMENTO, CAL.	Zellerbach Paper Company
ST. LOUIS, MO.	Beacon Paper Company
ST. PAUL, MINN.	The John Leslie Paper Company
SALT LAKE CITY, UTAH	Zellerbach Paper Company
SAN DIEGO, CAL.	Zellerbach Paper Company
SAN FRANCISCO, CAL.	Zellerbach Paper Company
SAN JOSE, CAL.	Zellerbach Paper Company
SEATTLE, WASH.	Zellerbach Paper Company
SHREVEPORT, LA.	Louisiana Paper Company, Ltd.
SPOKANE, WASH.	Zellerbach Paper Company
SPRINGFIELD, MASS.	
	The Paper House of New England
STOCKTON, CAL.	Zellerbach Paper Company
TOPEKA, KAN.	Midwestern Paper Company
TROY, N. Y.	Troy Paper Corporation
TULSA, OKLA.	Tulsa Paper Company
WACO, TEXAS	Olmsted-Kirk Company
WALLA WALLA, WASH.	Zellerbach Paper Company
WASHINGTON, D. C.	Stanford Paper Company
YAKIMA, WASH.	Zellerbach Paper Company
EXPORT AND FOREIGN	
NEW YORK CITY (Export) National Paper & Type Co.	
Agencies or Branches in 40 cities in Latin America and West Indies.	
AUSTRALIA	B. J. Ball, Ltd.
NEW ZEALAND	B. J. Ball, Ltd.
HAWAIIAN ISLANDS	Honolulu Paper Co., Ltd.,
	Agents for Zellerbach Paper Company
PHILIPPINE ISLANDS	
	A. C. Ransom Philippine Corporation



Carter's Ink Company photograph by Creative Photographers, Inc.

## WARREN's Cumberland Offset

► **PRE-CONDITIONED** ◀

WOVE • SAXONY • HOMESPUN • LINEN • HANDMADE

**W**ARREN'S Cumberland Offset is *pre-conditioned* by the exclusive process that has been used successfully on Warren's Label papers. Under average pressroom conditions, both winter and summer, Cumberland Offset may be run directly from the case or skid without further conditioning by hanging.

Comprehensive pressroom tests indicate that Cumberland Offset exhibits a minimum of stretch or shrinkage under changing atmospheric conditions. Tendencies toward curling and "cockling" are held to a minimum—even under extreme conditions of relative humidity.

Because of its flat-lying properties Cumberland Offset is a "production" sheet which may be run at maximum press speeds.

S. D. WARREN COMPANY • 89 BROAD STREET, BOSTON

Better Paper  Better Printing  
Printing Papers

a square foot a year, with a minimum of \$5.00, be charged for commercial signs considered not unsightly and permitted to be erected on public lands. Mr. Ickes order did not describe what were considered "unsightly" billboards or those considered "not unsightly."

#### **Tax May Affect Photo Equipment**

Clarifying regulations covering the new Manufacturers Excise Tax of 10 per cent on photographic apparatus have not been issued yet by the Commissioner of Internal Revenue, according to James E. Bennett, secretary, National Printing Equipment Association, New York, in reply to a query by MODERN LITHOGRAPHY. Many equipment manufacturers and trade associations have written to the Commissioner of Internal Revenue urging that the sale of photographic equipment to industrial users be exempt from this Manufacturers Excise Tax. If such sales are held to be taxable, then lithographers will be charged the 10 per cent tax on all purchases of camera equipment, accessories and supplies after October 1, 1941.

In a letter to Mr. Bennett of the Printing Equipment Association, Harvey D. Best, president of Lanston Monotype Machine Co., Philadelphia, states, "I cannot feel that it was the intention of the Congress to apply the excise tax to a manufacturing tool. The application of the excise tax was always understood to be for the purpose of taxing luxury items. Lithographic and photo-engraving cameras are machine tools purchased for the purpose of manufacturing the goods the lithographer sells. They are in no sense different from any other machinery or equipment required by the lithographer for the purpose of manufacture. To apply the excise tax to these cameras is discrimination against one kind of a machine tool as compared to all other kinds, and certainly the cameras are not in any sense luxury goods." Many manufacturers, it is understood, are withholding invoices on cameras shipped on and after October 1st in the hope that a clearer interpretation of the law may be secured.

#### **Paschel Joins Pitman**

Herbert P. Paschel, formerly with the sales department of American Type Founders Corp., has recently joined the Harold M. Pitman Co., Jersey City, N. J. Mr. Paschel is a regular contributor to MODERN LITHOGRAPHY.



**FRED A. HACKER**

... new manager of American Type Founders' Offset Division. He succeeds Herbert M. Blomquist, resigned. Mr. Hacker joined ATF in 1934 and is responsible for the development of ATF's offset camera, platemaking supplies and other equipment to accompany the ATF-Webendorfer line of offset presses. In his new post he will be responsible for the promotion and sale of ATF's complete line of lithographic equipment and supplies.

#### **Brooks Joins Du Pont**

Larry Brooks, formerly of the Gevaert Co. and Hammer Dry Plate & Film Co., has joined E. I. du Pont de Nemours & Co., and will cover the New England territory in a sales capacity, it is announced.

#### **Promote Buck Frank**

Buck Frank, Crown Can Co. and Crown Cork and Seal Co., of Philadelphia, has been named general supervisor of all the company's lithographing divisions. The appointment became effective last month. Mr. Frank was formerly assistant supervisor of Crown's metal decorating plant.

#### **Cash Mills Dies**

Cash Mills, 56, executive of the Gerlach-Barklow Co., Joliet, Ill., and a past president of the Lithographers Club of Chicago, died last month at Hines Memorial Hospital,

Maywood, Ill. Burial was at Joliet October 15, where full military honors were accorded him by his local American Legion Post. Mr. Mills had been connected with Gerlach-Barklow since 1907, and was president of the Chicago Litho Club in 1935. A delegation of members of the Chicago Club, headed by their president, Albert Brinkman, attended the funeral services.

#### **P. & G. to Use Car Cards**

Procter and Gamble will again use car cards as an advertising medium for Ivory Flakes after a seven-year lapse, it was announced last month. The last car cards advertising this product appeared in June 1934. It is also reported that Campbell's Soups will soon make their debut with car cards.

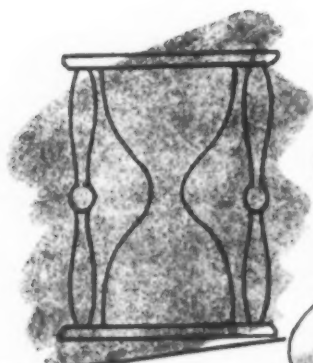
#### **Hall Litho Appoints Tabor**

Hall Lithographing Co., Topeka, Kans., has announced the appointment of Merl Tabor as secretary-treasurer and general manager of the company, to succeed C. A. Severin who resigned last month. Announcement of the change in management was made at a dinner meeting of the company's employees at which time they were also informed of a wage increase for all factory employees. Mr. Tabor has been with the Hall Company for fourteen years, first as city salesman and during the past five years as secretary and sales manager. Mr. Severin has joined the Locomotive Finished Material Co. as treasurer, but will continue as a member of the board of the lithographing concern.

#### **Mack Heads General Aniline**

John E. Mack, of Poughkeepsie, N. Y., was elected president of General Aniline and Film Corp. (of which Agfa Ansco is a division) and a member of the board of directors at a meeting of the board held last month. Judge Mack became a Justice of the Supreme Court of New York in 1930 and during 1934-1936 he was chief counsel to the joint legislative committee which investigated the public utility industry.





# 1918

## Read This Letter from a Great Sales Manager to One of His Men

Dear Joe:

Your letter of April 19th came in yesterday's mail. I've waited until today to reply because I wanted time to do some thinking. I want to answer the questions you ask. But more than that, I want you to understand the reasons for the things that are happening in our business today.

You have asked me four important questions:

1. How soon can your customers expect delivery on certain orders they have placed?
2. Why should you call on customers when you haven't any product to sell?
3. What are you going to say to these customers?
4. Why do we continue to advertise when we can't deliver the goods?

First of all, let's take a look at the situation as a whole. Right now this country is facing a great national emergency. As you know, the Government is spending huge sums of money for war materials. This money is making more money, more people. And when people have more money, they do more spending. Business as a whole is better now than it has been for years. This is a period of prosperity.



For the first time in the history of our business, we are in a position where we can't manufacture and deliver our products as fast as people buy them. We are oversold. And I'll tell you why we haven't been able to turn out goods as fast as we'd like to. Certain raw materials that go into our products are needed for the manufacture of defense supplies. And the companies that are working on war orders are buying these materials in great quantities. The supply just doesn't meet the demand.

Another thing that has slowed us up is lack of manpower. Labor is hard to get. Men are wanted for defense industries. Many are going into the army. So, from a standpoint of producing the goods, we've had plenty of problems. We're working day and night to solve these problems, but it takes time and patience. Believe me, we're as anxious to deliver as you are to sell. In a few more weeks we hope to be caught up. In the meantime, you must understand and be certain that that your customers understand that we're doing our very best.

Now why should you keep calling on your dealers when you haven't any product to sell? Here's why. Because you have a product to sell.

That product is this company, its name and its reputation.

And right now, when you can't promise delivery, it's the most important product in the world. Why? Because this national emergency is only temporary. Some day—a year, two years, three years temporary. Normal times will return. People will go on living, thinking, and acting as they did before. Yes, and they'll go on buying, too, and we want them to go on buying our product then as they do now. So your job is bigger now than it has ever been.

You must keep this company and its products everlastingly in the minds of your buyers. That means contacts and more contacts, whether you can promise delivery or not. You have a new sales story to tell. It's the story of this company, what it stands for, and what it is trying to do. Be certain that you get this story across clearly to your dealers. It's your sales insurance for future business.



Now about our advertising. Why advertise when we can't deliver? For the best reason in the world. Because this company is in business to stay. I say again that this national emergency is only temporary. But what's going to happen when it's over? People still will have definite needs for the products we make. Do you want these millions of buyers to forget us and our line? If they do, we'll all be out of jobs.

Advertising is more important right now than ever before. It has a bigger job to do because it must keep people sold on our products, even though they can't buy them. We're not only going to continue our advertising—we're going to do even more. It's another form of business insurance.

You keep your dealers sold. Our advertising keeps our customers sold. Sales and advertising must and will work together for the future prosperity of this company and its employees.

You will hear about companies whose salesmen have ceased to make their regular calls. These same companies have stopped advertising. Our policy is different. We believe that in the long run we will prosper while they will fail.

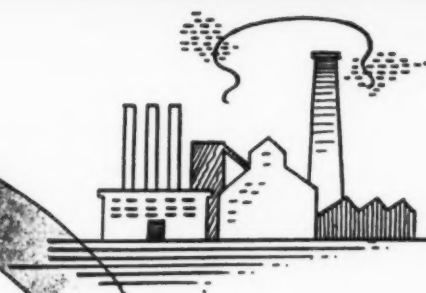
Keep all of these things in mind. Remember, you're selling for the future as well as for right now. And don't pay too much attention to this "depression after the boom" talk. If you do your job as we intend to do ours, there'll be no depression for us.

Sincerely yours,

The foregoing letter was forwarded to SM by a reader who did not identify the author. A footnote at the bottom of the letter reads, "The letter was written by one of the greatest sales managers we have ever known. It was dated April 21, 1918."

SALES MANAGEMENT

# 1941



## . *History Repeats!*

...Why should you call on customers when you haven't any products to sell?

Why should you continue to advertise when you can't deliver the goods?

Read the letter on the opposite page. If you agree with this sales manager--then you'll realize that such speculation has given way to conviction for many of America's leading manufacturers today who faced this problem in 1918. They survived and prospered...because they *"Kept their products and their identity everlastingly in the minds of their customers."*

**NOTHING TO WORRY ABOUT!**



NEITHER HAS THE MAN  
WHO RELIES ON

## HALFTONE *Offset*

No worry about quality of stock. No worry about handling. No worry about a "come-back" from customer.

Yes sir! Worry flies out the window when your order of Halftone Offset enters the press-room. "Dependability" is its middle name!

Midway between offset enamel and regular offset. In dull or gloss...no shrink...no mottling.

**GREETING CARD PAPETERIE**  
Embossed and Decorated

Save money by Shipping via  
Miami Valley Shippers' Assn.



*Makers of Quality Offset,  
Lithograph and Book Papers*



A BUY WORD FOR HIGH-GRADE PAPERS

*Take a Tip!*

**STOP  
WORRYING ABOUT  
HALFTONES—USE**

**ECLIPSE**  
DEEP-SET  
**BLACK**

That's sound advice. And it does not come entirely from GB&W. We're relaying this tip to you from the hundreds of lithographic pressrooms from all over the country who are using ECLIPSE DEEP-SET BLACK and have found it to be the one they prefer. From Maine to Florida, from Florida to California, from California to the State of Washington—all around the country—pressmen pick ECLIPSE for halftone quality.

● Eclipse Black is only one of the many unusual inks made by this company for the lithographer.

**Gaetjens, Berger & Wirth, Inc.**

35 York St., Gair Bldg., Brooklyn, N. Y.

538 South Clark St., Chicago, Ill



## Charge West Coast Litho Firms with Conspiracy to Fix Prices

**P**RACTICALLY every important lithographing company on the Pacific Coast has been included in a list of 19 firms and thirty-one individuals indicted last month by a Federal grand jury on charges of conspiring to monopolize the lithographic industry of the West Coast and to fix prices. The firms and individuals were indicted on October 15, together with the Graphic Arts Institute of San Francisco, which up until a few months ago had served as their trade association. The Graphic Arts Institute was dissolved more than six months ago.

The Federal grand jury was informed by Special Assistant to the Attorney General, James E. Harrington, that the alleged monopoly and alleged conspiracy to fix prices was first started in 1929, and had been active since that time. Harrington said: "The indicted corporations and individuals organized a corporation called the Graphic Arts Institute in order to effectuate the purposes of the conspiracy."

The Institute, now disbanded, whose officers and board of directors were said to be composed of leading executives of the more important manufacturers of lithographic products on the Coast, was formally charged with violation of the Sherman Anti-Trust Act. According to the accusation, the Institute was alleged to have in effect a system which enabled and permitted its members to quote identical prices on lithographic products and lithography services; also, according to the allegation, that these members refused to sell lithographic products to customers except under rules which had been set up by the Institute. The rules referred to are a set of fair trade practices.

Federal Judge Benjamin Harrison set bail for each of the defendants at \$1,000. Judge Harrison commented,

however, that he would entertain motions for reduction upon request by counsel. Arraignment was set for November 17.

Leaders in the West Coast lithographic industry have not had an opportunity to study the accusations or confer with one another or with their attorneys, and so are not in a position to make authoritative comment as to the justice or otherwise of the action, or what will be the stand of the industry, or of individual members of the industry with respect to the indictments, according to one spokesman. Conversing with a number of key figures in the industry, however, a MODERN LITHOGRAPHY reporter gained some impressions of what the attitude of leading lithographers is towards the charges.

"Our industry, through its trade association, the Graphic Arts Institute, has been doing nothing more than any other well organized trade association," said one important lithographer. "Prices on standard lithograph products on the Pacific Coast have tended to be the same, no matter which company does the job. However, this is inevitable since all the companies operate under similar conditions, pay union wages, have like overhead, operating costs, and so on. For non-standard work there is no standardization of pricing."

C. R. Schmidt, vice-president of Schmidt Lithograph Company, San Francisco, and former president and director of the defunct Graphic Arts Institute, told MODERN LITHOGRAPHY: "Every trade association has rules and regulations, a set of trade practices under which the industry operates. Our Graphic Arts Institute had such rules and regulations, which are only common sense and necessary to prevent disorderly business practices. I cannot make any definite comment on the alleged

price-fixing and conspiracy charges because we do not yet know enough about what we are accused. I do not think we have done more than any other trade association which has a policy of supplying trade information to its members."

Said another lithographic spokesman: "Due to the indictment filed by the Department of Justice charging violation of the Anti-Trust Laws, the label manufacturing (lithography) industry on the Pacific Coast is required to submit proof of its economic conduct to the Federal Courts. It will do so with the firm belief that it will be vindicated of all charges made against it when the matter is heard on the merits."

Merck & Co., chemical manufacturers, Rahway, N. J., were selected as one of the Fifty Direct Mail Leaders of the United States and Canada for the fourth successive year at the annual convention of the Direct Mail Advertising Association held in Montreal, Canada, last month. The company was also awarded the President's Cup for the most outstanding industrial direct mail campaign. The awards were based on direct mail literature employed in the promotion of products which are important in national defense and the public health program.

Gale H. Myers, who recently launched a new litho trade shop, Offset Fine Arts, Inc., in Chicago, was initiated into the Chicago Club of Printing House Craftsmen, at its October meeting.

The Litho Club of New York held its annual beef steak dinner on November 15th at the Builders Club, 2 Park Avenue, that city. Ed Dullmeyer was chairman of the entertainment committee. The club is also making plans to hold its annual Christmas party on December 11th at the same place, full details to be announced later.

H. Kurt Vahle, Cupples-Hesse Envelope & Lithography Co., St. Louis, was elected a vice-president of the St. Louis Advertising Club at a meeting held last month.

# RELIABLE LITHOGRAPHIC PLATE CO., Inc.

*The Pioneer Plate Grainers of America*

ALL PLATES  
INCLUDING THOSE  
REGRAINED FOR  
MULTILITH  
ARE MARBLE  
GRAINED

**"R**ELIABLE" is far more than just part of our name. It means to our customers that our plates can be depended on to give first-class results because from start to finish the graining is handled by experts of long experience. Our plates are made right to work right—they are reliable!

We carry a full supply of Zinc and Aluminum Sheets for Offset, Rota-print Presses, in fact for all the lithograph trade.

MILL  
SELECTED  
METAL  
USED  
EXCLUSIVELY  
(MADE IN U.S.A.)

*A trial order should "sell" you our services and products.*

**RELIABLE LITHOGRAPHIC PLATE CO., Inc.**

INCORPORATED 1916

17-27 Vandewater St. and 45 Rose St., New York, N. Y. • Phone: BEekman {3-4542  
3-4531

## GOOD INKS MAKE WISHES COME TRUE

Consistently good press performance has made Sinclair & Carroll inks the choice of leading lithographers throughout the country. Their good color strength; their ideal lithographing properties and all around reliability at press time live up to your demands and expectations.

From laboratory formulation to finished product, Sinclair & Carroll inks are carefully tested to insure your complete satisfaction on the job.

Use a Sinclair & Carroll ink on your next job. Wherever you are, there's an ink to fit your requirements and experienced men to serve you.

**SINCLAIR & CARROLL CO., Inc.**

LITHO

INKS

OFFSET

591 ELEVENTH AVENUE, Tel. BRyant 9-3566  
NEW YORK CITY

CHICAGO  
440 W. Superior St.  
Tel. Sup. 3481

LOS ANGELES  
417 E. Pico St.  
Tel. Prospect 7296

SAN FRANCISCO  
345 Battery St.  
Tel. Garfield 5834

NEW ORLEANS  
211 Decatur St.  
Tel. Magnolia 1968

### **H. J. Horstemeyer Dies**

Henry John Horstemeyer, 54, superintendent of the rotary pressroom of Strobbridge Lithographing Co., Cincinnati, died last month. Mr. Horstemeyer became the first man in the Cincinnati area to operate an offset lithographic press, when he joined the old Henderson Lithographing Co. 26 years ago. He was a member of the Cincinnati Club of Printing House Craftsmen.

### **New Wage Study Proposed**

An announcement was made last month by General Philip B. Fleming, administrator of the Wage and Hour Division, U. S. Department of Labor, of a proposal to appoint an industry committee to study the printing and publishing and related graphic arts industries, and recommend a minimum hourly wage under the Fair Labor Standards Act. The industry committee, it is further announced, will be made up of equal representation of employers, employees and the public, and will cover the printing and publishing of books, magazines, newspapers, periodicals and music; also the production of printed forms, blank books, stationery, tablets, calendars, announcements, greeting cards, etc. Color prints and the making of maps and similar products will also be embraced in the study, it is stated.

The purpose of the study will be to eliminate certain inequalities which have arisen since the promulgation recently of the wage order in the converted paper products industry. Certain complicating situations have arisen, it is declared, due to the fact that some printing establishments are under the wage order for converted paper products while the same operations in other plants are only affected by the general statutory minimum of 30 cents an hour. Under the converted paper products wage order, 40 cents an hour has been established as the minimum. The new committee has been asked by General Fleming to consider establishment of a minimum wage up to 40 cents an hour for the entire printing, publishing and graphic arts industry.

The Wage and Hour Division has

already accepted the offer of the Lithographers National Association, New York, to suggest the names of lithographic employer representatives on the industry committee. However, it is felt that it will probably be some time before the complete industry committee is set up due to the considerable amount of preliminary research work which must be undertaken before the deliberations stage is reached. One of the most important steps in the preliminary work is a compiling of the wage rates currently being paid by the graphic arts industry. The Lithographers National Association is of the opinion that private printing plants and manufacturing stationers should come under the graphic arts minimum wage rates and that such establishments should be included in the wage survey. In making this suggestion to the Labor Department, the LNA has offered to supply the names of such establishments. Lithographers, in turn, are urged by the LNA to write giving the names and addresses of private printing plants or manufacturing stationers in their respective localities.

### **Byron Weston Elects Holden**

Byron Weston Co., paper manufacturer, Dalton, Mass., has announced the election of Hale Holden, Jr., as chairman of the board of directors. Mr. Holden is a grandson of Byron Weston, the founder of the business, and a nephew of the late Donald Weston, former president of the company. He has been a member of the board for a number of years but in his new post he will take a more active part in the management of the company. Other officers of the Byron Weston Co. are John H. Bellows, vice-president and treasurer in charge of the company, and Robert Crane, secretary and sales manager.

### **Exhibit Litho Novelties**

Lithographed advertising novelties ranging from calendars to campaign buttons were exhibited by numerous offset firms at the 38th annual convention and fair of the Advertising Specialty National Association held in Chicago, October 13 to 15. On

display was an almost endless list of lithographed metal products including ash trays, automobile emblems, buttons, bottle openers, blotter rockers, trade checks, lapel pins and bangles, recipe files, rulers, signs, key, luggage and wardrobe tags and whistles. Among the exhibitors were the Green Duck Co., Chicago, demonstrating the versatility of the lithographing process for decorating metal objects; the Buzza Co., Minneapolis, which featured lithographed greeting cards, as well as advertising streamers, mottos and pictures for framing, with J. B. Bennet, advertising and sales promotion manager in attendance; Bigelow Press, Inc., sales division of Brown & Bigelow, St. Paul, Minn., showing a new type of spiral-bound lithographed calendar with John N. Frederick, vice-president of the company on hand assisted by Paul Gerlach, Chicago district manager; and Economy Advertising Co., Iowa City, Ia., displaying two-color calendar pads. Several other lithographing concerns exhibited calendars including Bagley & St. Clair, St. Paul, represented by F. P. Spikens, president; Goes Lithographing Co., Chicago, with Roy Nelson, sales manager, in charge; Neuman-Rudolph Co., Chicago, with H. W. Cummings, manager of the firm's calendar division in attendance; Joseph Hoover & Sons Co., Philadelphia, and Skinner-Kennedy Co., St. Louis.

### **ATF Transfers Kirby**

American Type Founders Corp. has transferred Roy Kirby from its Elizabeth, N. J. headquarters, to Chicago, where he has assumed the position of manager of machinery sales.

### **Direct Mail Course Opens**

A new course in direct mail advertising, sponsored by *The Reporter of Direct Mail Advertising*, opened last month at the Direct Mail Center, New York. Classes will be held two evenings each week until December 1st. Henry Hoke, editor of *The Reporter*, will present the lectures and guest experts will assist in clinical discussions.



## NEW EQUIPMENT AND BULLETINS

### New Herrick Inks Book

A pocket-size color book featuring the Herrick inks is being distributed by William C. Herrick Ink Co., East Rutherford, N. J. Bound with a plastic arrangement which allows the color sheets to lie flat, the various groups of colors are indexed by means of a step-off trim at the bottom, so that any group of colors can easily be located. In addition to being shown as a solid color, each shade is broken down with Ben Day screens to show 75, 50 and 25 per cent of the solid value. A hole die-cut at the side of each sheet is provided for convenience of matching colors, the hole being so placed as to be adjacent to the various Ben Day areas as well as the solid color. Copies available.

### New Croke Catalogue

Allan B. Croke Co., Boston, has just issued a new catalogue showing its complete line of equipment, metals, chemicals and supplies for the graphic arts industry. Containing over 170 pages, the catalogue is amply illustrated and gives a complete description and detailed specifications for each of the items.

### Describes Senefix Solution

The Senefelder Co., New York, is distributing copies of a booklet describing its Senefix Solution which is used to remedy roller stripping. The various causes of roller stripping are explained and complete directions are given for the use of the Senefix Solution. The Senefelder Co. is also distributing a new price list for its line of lithographic press-room supplies.

### Describes Synthetic Rollers

Ideal Roller & Manufacturing Co., Chicago, has just issued a descriptive pamphlet on mechanical coatings for varnishing and ink distributing rollers. Properties of lithographic rollers made of 100 per cent synthetic

compound are described. A special note is included in the pamphlet pointing out that while most of the synthetics used in rollers are now controlled by OPM, in most cases Ideal's laboratory has made advance preparations to make any substitutions which may be required. In cases where such substitutions are imperative, it is added, users will be duly informed before acceptance of orders. Copies available.

### Announce New Blow-Up Service

Metro Blow-Up Photo Service, New York, has announced the adoption of a new process which will enable it to supply lithographers with photo enlargements and photostats in all sizes up to 40" x 80". The new method is said to produce black and white blow-ups having truer tone

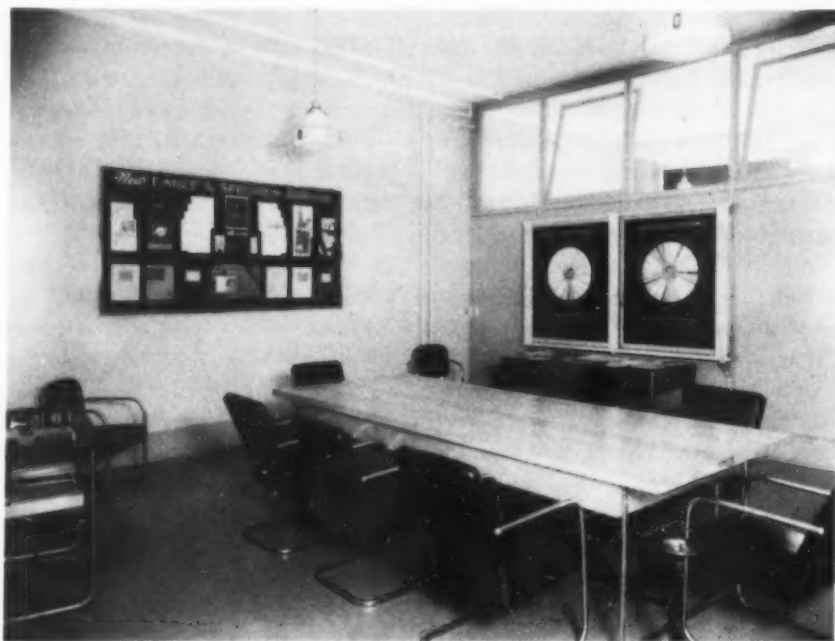
values than regular solar prints and will give the buyer of lithography a more accurate visualization of the finished reproduction. The company also points out that comparative cost of the new blow-ups is lower than that of solar prints. Price list available on request.

### Offer Left-handed Check Books

Van Clief Lithographic Co., Chicago, reports unusual popular acceptance of its new line of "left-handed" check books, since the first order was delivered to a South Bend, Ind., bank in July. The new left-handed check book has the stub at the right-hand end of the blank and opens from left to right, so that a southpaw check writer can hold the cover down with his right hand while writing with his left. Leo M. Flynn,

### AMERICAN WRITING PAPER'S DISPLAY ROOM

American Writing Paper Corp., Holyoke, Mass., has recently completed a new display room at the general offices at Holyoke which provides a convenient reception room for visitors to the company's offices and mills. Functioning as a conference as well as display room, it is equipped with a series of sliding wall panels on which are mounted sample books, swatches, color wheels, and printed specimens, including an enlarged map showing the location of sales offices. The panels also illustrate the various campaigns which are being staged for promotion of American Writing's Eagle-A grades, and are changed to tie up with current advertising and promotional activities in progress. Thus, visiting paper merchants are enabled to see how their own selling efforts are being supported.



president of the litho company, credits Charles Beutter, cashier of the St. Joseph Bank and Trust Co., of South Bend, with the idea for the new check books. So far as he knows, Mr. Flynn stated, this is the first left-handed check book ever to come off any press anywhere. The company, which was established thirty-one years ago, specializes exclusively in bank and commercial lithography.

#### **H-S-P Explains Ink Fountain**

A complete description of the ink fountain, including its construction, adjustment and regulation of the supply of ink, is a feature of the latest issue of *Harris Impressions*, house organ of Harris-Seybold-Potter Co., Cleveland. The article is illustrated with a sectional view of a typical ink fountain and carries many suggestions for correcting poor ink distribution. An appeal to customers to buy as normally as possible is also included in the current issue. The article points out that Harris-Seybold-Potter has every reason to believe that it can take care of the demand for press parts and chemicals provided no unusual requests are made.

The new issue also contains an announcement of the completion of the new Harris color movie entitled "Offset Lithography," which shows the various steps of an offset job going through a modern lithographic plant. The script for the movie was written by Alan W. Johnston of the western sales division of H-S-P and the filming was done by Rex G. Howard, president of Peoria Blue Print and Photopress Co., Peoria, Ill. Printing organizations, clubs and schools may make reservations for the movie, it is announced, at the company's headquarters in Cleveland or at any of the various branch offices.

A brief history of the Peoria Blue Print and Photopress Co. is also related in the current *Harris Impressions*. Occupying a single upstairs room at the time of its founding in 1926 with just one employee, Peoria has since expanded until today it occupies two floors totaling 12,000 square feet with a personnel numbering 39 employees. Radio and school publications are

a specialty of the company, its lithographed school annuals having twice won highest national awards.

#### **New Booklet on Infra-Red Process**

Fostoria Pressed Steel Corp., Fostoria, Ohio, has just issued a manual on the Near Infra-Red Process covering applications in the printing and lithographing field. The 16-page presentation is illustrated with photographs of various applications and equipment to operate the process, and contains detailed descriptions of what radiant energy is and how it works. Copies available on request.

#### **Any Odd Metal?**

Sir:

Quite often metal lithographing companies have for sale odd lots of metal that have been misprinted or coated wrong so that it is impossible for them to use it. We can use this type of metal but we do not have a list of lithographing companies that we can write. We would appreciate your sending us the names of every metal lithographing concern who might be interested and we will immediately get in touch with them.

Yours truly,

Kiddie Brush and Toy Company  
Jonesville, Mich.

#### **Announce Alpha-Strip Letters**

The Variagraph Co., New York, has announced "Alpha-Strips," a new hand-lettered alphabet for display copy, designed especially for the lithographer's needs. The strips are reproduced photographically on Variagraph photographic paper ready to be mounted in position for the camera. The Alpha-Strips are available in two sizes, 36 point and 72 point, and in black on white or white on black. Self-aligning Alpha-Strips may be obtained in approximately 400 variations. A style sheet is available on request.

#### **Stress Vari-Typer Use**

Ralph C. Coxhead Corp., New York, manufacturer of Vari-Typer composing machines, is conducting a campaign designed to tell business and industry how the Vari-Typer can speed up defense work. Pointed

to firms doing defense work and the federal and state governments, the campaign will stress the saving of paper and use of Vari-Typer's new "Litho-Book" type series with matched sets and types ranging in size from 6 to 12 point. Seventy-five per cent of the Vari-Typer output, it is announced, is now going to defense firms and military, air corp and government agencies.

#### **Demonstrate Color Lithography**

McCormick-Armstrong Co., Wichita, Kans., has just issued a folder showing a full-color reproduction of flowers in a pottery vase produced by its lithographic department for a ceramics manufacturer who specified that "color and texture must be faithfully reproduced." The promotion piece is intended to demonstrate how well the company adhered to this requirement.

#### **Glatfelter Wins Safety Award**

P. H. Glatfelter Co., paper manufacturer, Spring Grove, Pa., was recently awarded a bronze plaque for having the best safety record among paper mills in the United States and Canada during the contest annually conducted by the National Safety Council. The presentation was made to Eugene F. Troop of the Glatfelter Co. at the annual National Safety Council conference in Chicago last month. The Glatfelter record showed only 2 lost time accidents in 1,122,804 hours of work.

#### **Lithographs Wine Booklet**

Ketterlinus Lithographic Manufacturing Co., Philadelphia, recently lithographed a 20-page booklet on champagnes, sparkling wines, still wines and vermouths for L. N. Renault & Sons, of Egg Harbor City, N. J. A feature of the booklet is the cover design which is lithographed in full color from a photomontage of Renault labels. The booklet is divided into sections dealing with various types of wines and each section is illustrated with full-color reproductions of the product in use and is followed by famous wine recipes.

## CUT YOUR BLANKET COSTS



### LITHO-KLEEN Concentrate

*Preserves that "new blanket" texture,  
resilience, and ink-receptive quality.*

PREVENTS TACKINESS AND GLAZE

LTF Litho-Kleen is a new and improved blanket cleaner and preservative developed by the research laboratories of the Lithographic Technical Foundation. To prepare it, simply mix LITHO-KLEEN Concentrate with an equal amount of D. C. naphtha or benzine.

—also—



### CHEMICALS for

DEEP-ETCH PLATES  
ALBUMIN PLATES  
PLATE ETCHES  
FOUNTAIN ETCHES

Manufactured by The Coleman & Bell Company  
Norwood, Ohio, U. S. A.

All LTF Products are tested by Research Laboratory  
of Foundation before being released for sale.

#### *Distributed by*

The California Ink Company, Inc.

The Fuchs & Lang Mfg. Co.  
(Division of General Printing Ink Corp.)

International Printing Ink  
(Division of Interchemical Corp.)

Sinclair & Valentine Company  
Sinclair & Valentine Company of Canada

## LABELS? LABELS?

*Who sells labels?*

•  
**A**RE you interested in obtaining more business from the manufacturers of soaps, shampoos, polishes, ammonia, bleach, moth products, insecticides, disinfectants, and a host of other chemical specialty items?

These products represent over a *half-billion* dollars in sales yearly . . . over 4,000 manufacturers and repackagers, the cream of the industry, regularly read **SOAP & SANITARY CHEMICALS** . . . the only monthly magazine serving the field . . . a large and ever growing outlet for labels, cartons, booklets, displays . . .

Let us send you a list of the products made by these manufacturers . . . the number of firms making and packaging each . . . along with packaging, labeling, and other details . . . no obligation . . . just ask for a copy of "A Market Survey of the Soap and Sanitary Chemical Industries."

## SOAP & SANITARY CHEMICALS

254 West 31st St.

New York



### **Offset Promotes Utility Service**

The Brooklyn Union Gas Co., Brooklyn, N. Y., has distributed to its customers over the past few months a series of lithographed broadsides pointing out the advantages of gas as a fuel. Each of the broadsides has been attractively produced in two colors and is generously illustrated with cartoon figures and half-tones. These were lithographed by Kipe Offset Process Co., New York, and Zeese-Wilkinson Co., Long Island City. The company has also been sending out an unusually attractive series of lithographed bill enclosures during the year. In the form of a small broadside, each enclosure bears a full-color reproduction of a floral arrangement and a calendar for the two current months on one side, and a recipe and full-color illustration of the finished dish on the reverse side. The center section carries additional recipes and information about the company's various services. Approximately 750,000 of these bill enclosures are lithographed each month by the Eastern Offset Co., Baltimore.

### **Explain Book Paper Conditions**

S. D. Warren Co., Boston, has just issued a booklet describing conditions in the book paper industry which have been created by the defense program. "Presumably," the booklet states, "buyers understand that conditions which now restrict the flow of goods were not created by business . . . and the public knows that an appreciable proportion of industrial production is being consumed in the construction of facilities for defense. Presumably," the booklet goes on to say, "customers will take these things into account and will regard with sympathy and tolerance all efforts of business to make equitable distribution of available goods."

But *will* they? the question is asked.

In attempting to answer this question, the booklet points out that "in the process of 'taking care of' customers equitably in the present emergency, business must also restrict them; and though some of the

customers will be grateful for the protection afforded by apportionment, others will be resentful of the restriction." Therefore, "explanations are required and the method for making proper explanations is first to write them thoughtfully, honestly and in detail; secondly, to print them in the quantities required for distribution to customers and potential customers of the future."

With this carefully thought-out introduction, the Warren booklet then explores in exhaustive detail all conditions appertaining to the book paper industry up to October 1941. The capacities of the book paper industry are described, recent developments which have affected these capacities, the current demand, the confusion spread by speculation and rumors of shortages, the outlook for the immediate future and a discussion, conceded to be speculative at best, of the future possibilities of shortages in book paper materials. Following the detailed report is appended a statement outlining clearly the Warren policy and procedure, which has been formulated in the light of the conditions described in the booklet. A carefully thought-out and informative publication, the new Warren booklet is available on request.

### **New Glycerine Uses Described**

Advantages of using glycerine in developing and printing procedures are described in a bulletin recently issued by the Glycerine Producers Association, New York. To eliminate air bells on photographic films during developing, it is suggested that 1-5 cc. of glycerine be added to each liter of solution. Curling and cracking may be prevented, particularly in cold weather, by the addition of about one ounce (30 cc.) of glycerine to each quart (liter) of final rinse water, it is pointed out. The bulletin also describes a glycerine bath to be used after the completion of the final washing, which is recommended in a photography manual issued by the Government. This bath is composed of 1 part of glycerine to from 5 to 10 parts of water, allowing the print to remain in the solution for at least five minutes.

Without further washing, the print is then placed on the dryer. The solutions may be used over and over again, but it is pointed out that from time to time it is best to add additional glycerine to overcome the diluting effects of the water from washing and rinsing.

### **Champion Issues Sample Book**

Champion Paper & Fibre Co., Hamilton, Ohio, has just issued a sample book showing its various Champion Wedgewood offset papers. The sample book conveniently displays all of the various weights, finishes and colors of this line of offset papers, including Wedgewood Offset Fancy Finishes, Wedgewood Coated Offset, Wedgewood Coated Offset Fancy Finishes, and Wedgewood Offset Colors, all arranged for quick inspection according to weight. Copies are available.

### **Describes Three-Fold Services**

Franklin Press, Miami, Fla., has just issued an illustrated direct-mail piece describing its lithographing, printing and engraving services. Consisting essentially of a word and picture trip through the Franklin establishment, the booklet has been lithographed in color with an especially attractive spread showing a photograph of the exterior of the plant amid a background of waving palm trees and tropic colors.

### **Strathmore Holiday Ideas**

Strathmore Paper Co., West Springfield, Mass., has just issued an attractive portfolio entitled "Holidays Ahead," containing 14 idea miniatures for holiday advertisements, gift merchandise promotion, special occasion printing and greeting cards. Also included are samples of papers which are especially appropriate for the Christmas season.

### **Bull Joins Craftsmen**

Otto E. Bull, vice-president and general manager of Workman Mfg. Co., Chicago lithographing concern, was elected to membership in the Chicago Club of Printing House Craftsmen at the first fall meeting, held last month.

Don't skate on thin ice when you select a stock for materials used for reference purposes. Be sure you get the necessary combination of snap, rigidity, firmness and strength by specifying



## EQUATOR INDEX BRISTOL

It comes in eight colors and white (including the new green-white eye-saver shade). Its excellent printing and writing surface, uniform thickness and exceptional resistance to hard usage in bookkeeping devices make it a fast-growing favorite in the clerical end of business.

EQUATOR OFFSET • EQUATOR INDEX BRISTOL • CREAM SOREX • WHITE SOREX •  
VALLEY CREAM POSTCARD • MIDDLETOWN POSTCARD • BUCKHIDE TAG • No. 1 JUTE TAG

Above items carried in stock at mill, and a wide variety of special papers made to order.

**THE SORG PAPER COMPANY • MIDDLETOWN, OHIO**



Chicago: Daily News Bldg. . . . Boston: C. H. Dodge,  
10 High St. . . . Los Angeles: N. L. Brinker, 943 N. Main  
St. . . . St. Louis: H. E. Bouls, Ambassador Bldg.



## SERVICE PLUS QUALITY!

**HAS MADE OUR PLANT THE WORLD'S LARGEST**

**WE SPECIALIZE IN  
SMALL PLATES**

ALSO REGRAINING MULTILITH

**ZINC and  
ALUMINUM PLATES**

UNGRAINED—GRAINED—REGRAINED

**LITHOGRAPHIC PLATE GRAINING CO.  
OF AMERICA INC.**

37-43 BOX STREET., BROOKLYN, N. Y. EVERGREEN 9-4260, 4261

### Advertising for New Business

(from page 35)

ical it is for us to obtain tone values through the use of screens. How complete paste-ups are much more satisfactory than haphazard layouts and their resultant mistakes. How to prepare art for best photo-offset reproduction. And many another pertinent question which the average printing buyer is not aware of today as it concerns photo-offset printing.

Not only will these data sheets be used for mailing to our clients for placing into a definite file folder which we have furnished them, but these units will also be made up into sales manual form for the use of our outside men, our agents and other persons on the sales line, thus giving them in one handy package every answer to any question which may arise about the quality or adaptability of photo-offset, and in like measure how Foto-Lith is equipped to do that job.

A further use of these data sheets will come from the inside. Whenever we have a problem confronting us or a client is disturbed about the way in which a job should be handled, we will have available data sheets which can either be mailed or given him personally, explaining the problem and answering his question. Thus you can see that our advertising campaign is more than just a few circulars mailed out to get additional business. With the use of the data sheet method we end up by having a complete file of photo-offset information as well as information about Foto-Lith in our client's files, a sales manual in the hands of all salesmen and sales executives, and, in addition, have a storage file of pertinent information in our office which can be used on the spur of the moment to clinch any sale or answer any question.

As I stated at the beginning of my talk this campaign has only started and I cannot give you definite results as to its effectiveness except to say that in personal conversation with agencies and clients, both my salesmen and I have found the customer very much interested in what we are doing. If this interest is substantiated by business we will be

very agreeably recompensed for our trouble in telling not only the Foto-Lith story but the photo-offset story to the printing buyers in this territory.

We originally mailed the three pieces referred to to a list of customers in the territory known to be buyers of printing. From this list we have received, as stated, 236 replies. These will immediately receive our file folder and data sheets as they come from the press. It is also our plan to call on each and every one of the names on our list who have not replied and explain to them in person what we are attempting to do, and leave with them our file folder and data units which have been published up to that time.

It is further contemplated that our salesmen will carry extra supplies of data sheets with them at all times, and when calling on either those who have definitely inquired, or those with whom we have left file folders, they will casually ask if the file is up-to-date and thus get permission to place our material into their files. As you can see, this will give our men an entree to a customer without definitely asking for an order. This we hope will prove effective.

My advice to each and every photo-lithographer is this: we are in the business of printing direct mail advertising for our customers and are constantly urging them to buy more and more of this type of printing, and it is our duty to set an example before these customers by doing a job of direct mail advertising ourselves, and doing a good one. In this connection you will be money ahead if you will call in from your territory an advertising agency experienced in doing a good advertising job and placing your problems before them.

### Adds to Graphic Arts Exhibit

Regensteiner Corp., Chicago printing and litho concern, has presented to the Museum of Science and Industry in that city a full size replica of an alcove representing a scriptorium in the medieval cathedral at Gloucester, England, where monks labored by hand to produce magnificently il-

luminated copies of ancient manuscripts. The exhibit will form a part of the Museum's extensive portrayal of the progress of the graphic arts from early times.

### Offset Promotes Courtesy

Lithography played a prominent part in Chicago's recent fourth annual observance of "Courtesy Week." Over 30,000 lithographed signs reading "Courtesy Saves Lives," were carried on motor truck bumpers throughout the week, while retailers displayed lithographed window cards bearing appropriate messages and placed pasters, 2 x 3 inches in size, on all packages leaving their stores. All material was lithographed by Buckley, Dement & Co., Chicago.

### Issues Convention Report

"Marketing Opportunities, 1941," has just been published by the Lithographers National Association, incorporating in booklet form the addresses made at the 36th Annual LNA Convention at White Sulphur Springs, West Virginia. Contents include: "Welcome to Members and Guests" by E. H. Wadewitz, former president, Lithographers National Association, New York, and also president of Western Printing & Lithograph Co.; "Priorities in the Present Emergency" by H. K. McCook, Chief of Information, Priorities Division, OPM, Washington, D. C.; "Army Maps: Their Production and Procurement" by Lt. Col. Russel M. Herrington, Commanding Officer, Thirtieth Engineers Battalion, Fort Belvoir, Va.; "Defense and Industry Regulation" by John H. Doesburg, General Counsel, R. R. Donnelley & Sons Co., Chicago; "The Shape of Things to Come" by Dr. Howard T. Hovde, president, American Marketing Association and Professor of Marketing, Wharton School of Finance and Commerce, University of Pennsylvania, Philadelphia; "Lithography is Custom Tailored to Fit the Emergency" by David J. Finn, advertising and sales promotion manager, R. C. A. Manufacturing Co., Camden, N. J.; and "The 'How, Why and Wherefore' of Recent Lithographic Progress," a non-technical panel discussion.



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Well, to start with, it requires mixing and milling equipment of the most modern type and in the best of mechanical shape. Finely and evenly ground inks don't come from mills that have their rollers out of alignment. A second essential is experience, and in the litho ink field this is of particular importance, for it is not every letterpress ink maker who has the experience to produce first rate litho inks. Here at Bensing Bros. & Deeney, we are old in litho ink experience, though comparatively young in years.

To complement experience a dash of originality is essential and a willingness to plug away at the routine testing of the hundreds of new materials that have been made available to the ink maker over the past ten years. Incidentally, this laboratory drudgery is paying big dividends now that some of the old dependables in the ink maker's palette are in short supply.

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## Research Bulletins for Lithographers

The following Research Bulletins and Educational Text Books are available for general use in the lithographic industry—

### Research Bulletin No. 1

The Characteristics of Paper and Their Relation to Lithography—By Robert F. Reed.....Price \$0.75 per copy

### Research Bulletin No. 3

The Etching Operation in Lithography—By Robert F. Reed, Paul W. Dorst and S. C. Horning.....Price \$1.00 per copy

### Research Bulletin No. 4

The Light-Fastness of Lithographic Ink Pigments—By Robert F. Reed and Wm. D. Appel.....Price \$0.75 per copy

### Research Bulletin No. 5

Tackiness, Glazing, and Engraving of Offset Blankets—By Robert F. Reed.....Price \$0.75 per copy

### Research Bulletin No. 6

The Albumin Process of Photolithography—By Robert F. Reed and Paul W. Dorst.....Price \$2.00 per copy

### Research Bulletin No. 7

Lithotine, A New Lithographic Solvent—By Robert F. Reed and Anthony George.....Price \$1.00 per copy

### Research Bulletin No. 8

Processes for Making Deep-Etched Zinc Lithographic Plates by Photo and Hand-Transfer Methods—By Robert F. Reed, Paul W. Dorst, and Anthony George.....Price \$2.00 per copy

### Research Bulletin No. 9

Deep-Etched Aluminum and Zinc Lithographic Plates by the Gum Process—By Robert F. Reed and Anthony George.....Price \$2.00 per copy

### Research Bulletin No. 10

Deep-Etched Lithographic Plates Directly from Negatives—By Robert F. Reed and Anthony George.....Price \$2.00 per copy

### Research Bulletin No. 11

Dot-Etching on Dry Plates and Films—By Robert F. Reed and Paul W. Dorst.....Price \$3.00 per copy

### Research Bulletin No. 12

Litho-Kleen, an Improved Cleaner and Preservative for Offset Blankets and Rollers—By Robert F. Reed and Anthony George.....Price \$1.00 per copy

### Handbook of Air Conditioning for Lithographers

By Robert F. Reed.....Price \$1.00 per copy

### Research Paper No. 480

Register Studies in Offset Lithography—By C. G. Weber and R. M. Cobb.....Price \$0.50 per copy

### Research Paper No. 633

Reactions of Lithographic Papers to Variations in Humidity and Temperature—By Charles G. Weber and L. W. Snyder.....Price \$0.50 per copy

### Research Paper No. 730

Relation of Paper Properties to Register in Offset Lithography—By Chas. G. Weber.....Price \$0.50 per copy

### Research Paper No. 859

Treatment of Offset Paper for Optimum Register—By C. G. Weber and Martin N. V. Geib.....Price \$0.50 per copy

### Research Paper No. 1054

New Test for Dimensional Changes in Offset Papers—By C. G. Weber and M. N. V. Geib.....Price \$0.50 per copy

### Sales Bulletin No. 1

The Paper Hygroscope—By Robert F. Reed.....No charge

### Sales Bulletin No. 2

The Register Rule—By Robert F. Reed.....No charge

### Technical Bulletin No. 1

Modern Paper-Conditioning Methods and the Paper Hygroscope—By Robert F. Reed.....Price \$1.00 per copy

### Technical Bulletin No. 2

The Inkometer, An Instrument for Measuring the Consistency of Lithographic and Printing Inks—By Robert F. Reed.....No charge

### Technical Bulletin No. 3

Method of Conditioning Paper for Multicolor Offset Printing—By C. G. Weber and M. N. V. Geib.....Price \$1.00 per copy

### Basic Tests for Apprentices

Single Color Offset Press—By D. J. MacDonald.....Price \$6.00 per copy

Hand Transferring—By D. J. MacDonald.....Price \$2.50 per copy

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### Paper and Paper Problems

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## Outdoor Celebrates 50 Years

(from page 22)

National Association and the Outdoor Advertising Association of America, are now cooperating on research into the production and posting problems involved in rain-lapped posters and into the possibilities of standardizing sheet arrangements and collation methods. This continuing cooperation with the lithographic industry is only one of the many services that the Outdoor Advertising Association has rendered, not only to its own members but to allied businesses.

Many research projects are consistently being carried on by the department and the work being done in cooperation with the Lithographers National Association is one example of this activity. Other projects include research into methods of delivering equalized showings so that each advertiser receives the same value for the money he invests in the medium, and studies of market coverage methods designed to lead to an increased effectiveness of outdoor advertising.

A very recent job that was done by this department was to make a complete check upon industry materials requirements so that they could be adjusted to national defense needs and priorities. The Department maintains contacts with manufacturers of products used by the outdoor advertising industry with the objective of standardizing items that are universally used by the plants.

The Outdoor Advertising Association in looking back over the 50 years from 1891 to 1941 has behind it an impressive record of accomplishment. From an unorganized group of plant operators, each carrying on the business as his individual opinion dictated, the outdoor advertising medium has become a truly national sales and merchandising tool.

The sales policies have been standardized and a sales organization created by the operators to represent the entire medium and to promote understanding and competent use of outdoor advertising. The public policy, as it has evolved

over a period of years, has become an outstanding statement by an industry of its relationship with and responsibility to the public.

The structures operated by members of the Association have evolved from a conglomerate mass of odd sized posters which were spotted on a chance-may-offer basis with no assurance as to length of display or type of coverage, into a medium in which circulation values are known and in which structures and service are standard throughout the United States.

The first 50 years of organized outdoor advertising have brought spectacular progress. Indications are that the organization is today more than ever before alive to the necessity of constant adjustment and progress. The research projects and the continuing advance in perfecting relationships between outdoor advertising, the advertiser, the agency, and the public, point to a medium which 50 years from now, will be as much improved a sales aid over the medium of 1941, as today's outdoor advertising is better than the sign business of 1891.

## Better Half-tones

(from page 33)

the half-tones are being printed acceptably on orthodox offset presses. That has always been widely believed to be impractical, if not impossible, but in view of the Army's experience, the question arises whether the greatest obstacle to this type of work has not been the difficulty of producing such fine half-tones by the crossline screen method. With the new process, it is just as easy to make a 300-line positive as 150-line.

In conclusion, the practical advantages of the Kodagraph Contact Screen Process may be summarized as follows:

1. With 120-line screens or finer: Better pictorial sharpness and definition than the best crossline screen half-tones.
2. Ideal tone reproduction, independent of contrast of copy.
3. Full highlight contrast correction.
4. Excellent dot formation, independent of contrast of the original.

5. Contrast control over a wide range. Local control of contrast by dodging.
6. Dropouts in extreme highlights easily produced.
7. Less camera time required.
8. 300-line photography as easy as coarse screen work. (Not available commercially at present.)

## Defense and Lithography

(from page 37)

Craft Co. Each has further agreed to refund to buyers all amounts collected in excess of third-quarter prices in the case of shipments made since October 1. Leading grades of pulp covered by the voluntary agreements of the maximum fourth-quarter prices follow:

Bleached sulphite, bond, and book, \$72.50 a ton, ex dock Atlantic seaboard; soda pulp, \$66.00 a ton, delivered; bleached Southern and bleached Northern Kraft, \$82.50 a ton, ex dock Atlantic seaboard; and ground wood, \$40.00 a ton delivered. These are representative of contract prices charged during the third quarter.

OPA plans to call a meeting of pulp producers sometime in November to discuss contract prices for the first quarter of 1942. By that time it is expected that OPA's pulp industry investigation will have been completed. Originally it had been proposed to hold this meeting in December, but the time has now been advanced in order not to interfere with the arrangement of new first quarter contracts which usually take place in December.

## Offset Paper at Work

(from page 38)

lines. We can use lighter basis weights, use half sheets for brief business letters, make carbon copies of replies on the backs of the letters. Since the OPM requirements for "coarse papers" are estimated at only 9 per cent of our production, some grades might be used as substitutes for copying paper. The Government itself is economizing on mimeo paper by single spacing and mimeographing on both sides of the sheets. We might begin the custom of writing long letters on both sides.

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# LITHOGRAPHIC ABSTRACTS

Abstracts of important current articles, patents, and books, compiled by the Research Department of the Lithographic Technical Foundation, Inc. These abstracts represent statements made by the authors of articles abstracted, and do not express the opinions of the abstractors or of the Research Department. Mimeographed lists have been prepared of (1) Periodicals Abstracted by the Department of Lithographic Research, and (2) Books of Interest to Lithographers. Either list may be obtained for six cents, or both for ten cents in coin or U. S. stamps. Address the Department of Lithographic Research, University of Cincinnati, Cincinnati, Ohio. Original articles cannot be furnished except as photostatic copies at 20 cents per page.

## Photography and Color Correction

**Intensification.** Anonymous. *MODERN LITHOGRAPHY*, 9, No. 9, September, 1941, pp. 58-9, 93. In some cases better results will be obtained if exposure is made for accurate duplication of tone values without regard to the necessary opacity, and then the opacity of the negative is increased by intensification. There are four types of intensifiers: (a) salts of certain metals which combine chemically with the silver and increase opacity; (b) metallic salts which combine with the silver and produce a discoloration which adds to opacity; (c) silver salts which add to the silver already present; and (d) complex dyes which create a non-actinic dye image at the same time the silver image is developed. Several formulas and the procedures are given.

**Color Separation.** L. L. Perskie. *MODERN LITHOGRAPHY*, 9, No. 9, September, 1941, pp. 51, 53. The following combinations of photographic materials and filters are recommended as giving a closer approximation to the ideal: for the blue record (yellow printer) a #32 filter with Orthochromatic emulsion; for the green record (red printer) a #5 filter with Orthochromatic emulsion; and for the red record (blue printer) the usual A#25 filter and Panchromatic emulsion. For sep-

arating Kodachrome, however, the following are recommended: the #31 filter with Orthochromatic emulsion for the blue record; the #12 filter with Orthochromatic emulsion for the green record; and the #26 filter with Panchromatic emulsion for the red record.

**Aerosol, a Wetting Agent.** James E. Wilson and John MacDonald. *Photo Technique*, 3, No. 9, September, 1941, pp. 14-5. The uses to which wetting agents can be applied in photography include: elimination of pin-holes and streaks in negatives; production of more brilliant negatives; reduction in the drying time for film; speeding up of long filtrations; cleaning of laboratory glassware and lenses; and reduction of developing, washing, and fixing times. Aerosol is a new wetting agent which is still effective for photographic uses at 0.01% concentration. Its water solutions are practically neutral and are non-toxic in the concentration generally used. Operations in which Aerosol may be used to advantage are described.

**Exposure Control Apparatus.** Clifton M. Tuttle and Allan M. Koerner (to Eastman Kodak Co.). *U. S. Patent* No. 2,253,055 (August 19, 1941). In photographic copying apparatus requiring relatively long exposures, means for illuminating the subject being copied, means for initiating an exposure, light sensitive means for providing an electric current proportional to and variable with the illumination of the subject, a ratchet disc, an oscillatable arm, a pawl carried by said arm for indexing said disc in accordance with the amplitude of oscillation of said arm, means for oscillating said arm at a uniform relatively high frequency, means for simultaneously actuating said exposure initiating means and said arm oscillating means, means controlled by said current for govern-

ing individually the amplitude of each oscillation, whereby the time required for indexing said disc a predetermined amount will depend substantially upon the average intensity of the illumination of the subject, exposure terminating means, and means responsive to a predetermined amount of indexing of said disc for actuating the exposure terminating means.

**Measure It!** Walter A. Kaiser. *National Lithographer*, 48, No. 9, September, 1941, pp. 22, 24. To obtain good results with photographic equipment, the light source must be fairly uniform and have good color distribution. The incandescent lamp, the tubular lamps (mercury and fluorescent), the gaseous discharge lamps, and the carbon arc lamp are discussed. The carbon arc lamp is still the most widely used and is an excellent light source if the variation in voltage is controlled. Means of control and angles of illumination are discussed. A light meter should always be used.

**Method for Forming Photographic Plates.** John C. May (to Alco-Gravure Division of Publication Corp.). *U. S. Patent* No. 2,250,873 (July 29, 1941). The method of preparing sets of composite color separation positives of art subjects, in which said art subjects are photographed on separate negatives and at least one of said art subjects is to be in touching relationship to another, comprising preparing a master plate having a layout of the art subjects thereon, securing the master plate in a frame having positioning means thereon, placing one of the color separation negatives of one of said touching subjects in register with the corresponding art subject on the master plate, securing the separation negative in a registering frame having locating means complementary to

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We would like to have a letter from you describing how you overcame your most difficult sales obstacle. For the first twenty-five letters received, with concrete information which we can include in our lithographic sales training course, we will reward the writer with a year's subscription to MODERN LITHOGRAPHY.

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and engageable with said positioning means, placing the negative of the other touching art subject from the same set of separation negatives in register with its corresponding art subject on the master plate, securing the negative of said other art subject in another registering frame having locating means complementary to and engageable with said positioning means, and separately placing and photographing the negatives in said registering frames on a camera having positioning means corresponding to the positioning means on the first-mentioned frame to obtain a single positive having said art subjects in touching relationship.

**Photo-Lithography.** A. Haigh and H. M. Cartwright. *Process Engravers' Monthly*, 48, No. 569, May, 1941, p. 151; 48, No. 570, June, 1941, p. 178. The respective advantages of using wet-collodion and dry-plates are discussed under the following headings: (a) the quality of the image, (b) the latitude of the process, (c) the cost of production, and (d) printing-down from the negatives. Dry plates must be used for color work and for screen positives or negatives which are to be retouched by "dot-reduction" methods. For regular line and screen work there are advantages in each process and where possible both types should be available. Where the volume of work is small or for very large plates, dry plates are probably better. The collodion emulsion process and the use of paper negatives are also briefly discussed.

**New Kodak Fluorescence Process.** Anonymous. *Photo-Engravers' Bulletin*, 31, No. 2, September, 1941, pp. 71-3. The new Kodak Fluorescence Process is designed to obtain greatly improved color rendition, with correction at the source rather than near the completion of color work, in considerably less time than is required with other processes. The Fluorescent Water Colors come in eighteen colors, which can be reproduced with four-color printing inks. In making separation negatives the fluorescence is utilized to provide added density where neces-

sary. It is so proportioned in the various colors that each bears the proper photographic relationship to the others. The correct filters must be used in lighting the copy from which the negatives are made.

### Planographic Printing Surfaces and Plate Preparation

**Conserving Materials.** A. C. Austin. *National Lithographer*, 48, No. 8, August, 1941, pp. 24, 34. The author suggests that deep-etch plates be dispensed with as much as possible to save on metal since they can not be regrained as often as the truly planographic plate. Chemicals in photography can be saved by using proofs of type matter on translucent paper for the Van Dyke method. Chlorox or Purex may be used to remove the stencil in a glue reversal process.

**Treatment of Printing Plates.** William H. Wood (to Harris-Seybold-Potter Company). *U. S. Patent* No. 2,250,516 (July 29, 1941). In the treatment of lithographic printing plates bearing a printing image thereon, applying to the plates an aqueous solution containing arabogalactan.

**Offset Platemaking.** Don Nicholson. *MODERN LITHOGRAPHY*, 9, No. 9, September, 1941, pp. 65-6. A detailed description is given of the way to prepare the negatives or positives, and the printing plates for use in a photo-composing machine.

**Etching Litho Plates in Relief.** Martin Leeden. *Modern Lithographer and Offset Printer*, 37, No. 7, July, 1941, pp. 79, 82. A description is given of a method for preparing plates in relief for printing on an offset machine without dampers. A clean zinc plate as thick as possible should be used. After printing and developing the bichromated albumen, the plate is etched with 5%, 10%, 15%, and 20% nitric acid respectively. The image is protected each time by applying bitumen powder and heating.

### Equipment and Materials

**Photoelectric Register for Multicolor Presses.** W. D. Cockrell. *Printing Equipment Engineer*, 62, August, 1941, pp. 32, 34, 64, 66, 68. A very thorough description is given of a photoelectric device for controlling register on a multicolor web-fed press. Inconspicuous register marks, about 0.02 inches wide and 1/2 inch long, are etched on the first-color cylinder. Magic-eye tubes are used to scan these register marks and a mechanism is provided to automatically adjust the press if there is any misregister on the other three colors. Diagrams are shown and the details of installation are described.

**Heat-cured Compositions Suitable for Coatings on Inking Rollers of Printing Presses.** Robert R. Lewis and Albert J. Weiss (to Vulcan Proofing Co.). *U. S. Patent* No. 2,243,386 (May 27, 1941). A heat-cured composition which is more resistant than rubber to the solvent action of coal-tar solvents comprises an alkyd resin which is unstable in the presence of heat and moisture, the composition also including polymerized 2-chloro-1, 3-butadiene the percentage of polymerized 2-chloro-1, 3-butadiene being substantially from 10-60% of the total weight of the alkyd resin and the polymerized 2-chloro-1, 3-butadiene. (*Chemical Abstracts*, Vol. 35, No. 16, August 20, 1941, pp. 5603-04.)

**Apparatus for Conditioning Paper.** Charles G. Weber and Martin N. Geib (to the Government of the United States). *U. S. Patent* No. 2,256,507 (September 23, 1941). In combination with a conditioning chamber to receive paper or other hygroscopic material in sheet form, of a water spray apparatus which includes an air tight reservoir having an air tight inlet valve at its top through which water is introduced into the reservoir, a sight glass on the reservoir by which the amount of water in the reservoir may be determined, suitable gauge marks being provided on the apparatus in association with the sight glass, the reservoir including a conical bottom,





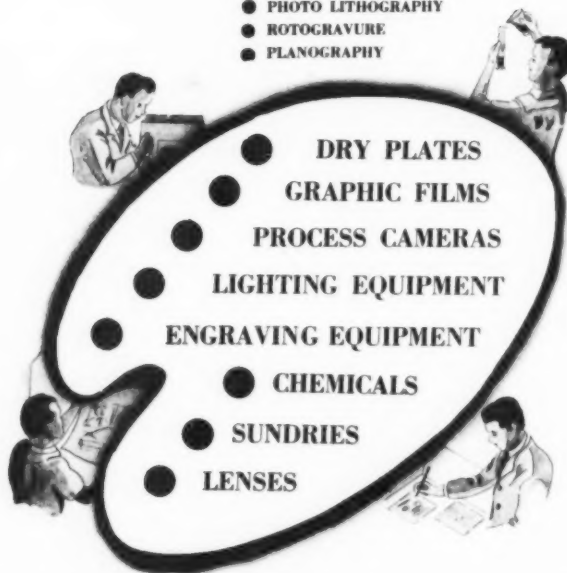
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## The EARHART COLOR PLAN



DESIGNED for the use of every person who desires to use color effectively, it is a simple basic plan which enables the user to make numerous selections of color combinations that are harmonious and out of the ordinary. Originally put on the market at \$12.50 each, the Earhart Color Plan is now being offered at \$3.00, complete.



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**MODERN LITHOGRAPHY**

254 W. 31st St.

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a water valve connected to the conical bottom and a pipe connected to the water valve, a feed tank positioned under the reservoir to receive water therefrom, the said pipe on the water valve extending into the feed tank and into the water therein in such manner that the water in the feed tank seals the end of the said pipe and shuts off air to the reservoir, a discharge pipe connected to the feed tank near the bottom thereof, a spray nozzle on the end of the discharge pipe and a pressure air line connected to the spray nozzle, whereby the contents of the reservoir may be sprayed in measured amounts from the nozzle under the action of air under pressure from the airline, a blower adjacent to the nozzle to receive the water sprayed in measured amounts therefrom and to deliver the same to the paper conditioning chamber.

### Paper and Ink

**Printing Ink.** Donald Robert Erickson and Paul J. Thoma (to Michigan Research Lab., Inc.). *U. S. Patent* No. 2,244,103 (June 3, 1941). A non-offsetting printing ink comprising a varnish comprising a liquid poly glycol as a solvent for the resin and a resin comprising a rosin modified with an alpha beta unsaturated organic polybasic acid and having a high acid number, and in sufficient amount to form, when subjected to steam immediately after printing, a thin hard film of resin over the exposed surfaces of the printed film, and pigment insoluble in water and in said poly glycol.

**Method and Means for Testing Ink Requirements.** Fred W. Hoch. *U. S. Patent* No. 2,243,674 (May 27, 1941). A device for the measurement of color tones of inks, which consists in a testing device having a hollow container for the ink to be tested and provided with a plurality of cutouts or slots at its perimeter, said slots having differently sized depths, the size of each such opening being definitely gauged as a measuring means for allowing a desired quantity of ink to pass there-through from the inside to the outside of the

container by a relative movement in one direction of the testing device across a testing surface placed in juxtaposition therewith to form a certain thickness of ink film and a different color shade tone on said testing surface, each indicative of a predetermined drying time, from which the area of coverage in square inches of a definite cubical content may be determined.

**Why Offset Papers Act That Way.** John Studeny. *National Lithographer*, 48, No. 9, September, 1941, pp. 26, 28, 30, 56. An explanation is given of the way the different steps in the manufacture of paper affect the qualities of the paper in regard to its action on the lithographic press. A number of the qualities are functions of the cellulose fibers themselves, while others are the result of beating, draining on the wire screen, or finishing. The sizing and filler used, and the type of coating, if any, are also important in determining the qualities. The question of moisture is thoroughly discussed including the effect of relative humidity and blanket moisture.

**Fountain Solutions and Their Effects on Litho Inks.** Thomas J. Craig. *MODERN LITHOGRAPHY*, 9, No. 9, September, 1941, pp. 47-50. The effect of fountain solutions upon the performance of lithographic inks was investigated in a test which measured the emulsification and/or bleed which resulted when the inks were stirred with the fountain solution. In regard to the ink alone, the pH of the fountain solution should be as near 7 as possible. The pH used, therefore, should be a compromise between that necessary to keep the plate clean and 7. As far as the ink is concerned it would be better to use no gum, but the latter is necessary for desensitization of the non-printing area of the plate. Formulas and data are given.

**An Introduction to the Manufacture of Printing and Litho Inks.** Herbert J. Wolfe. *American Ink Maker*, 19, No. 9, September, 1941, pp. 43-7, 49, 51, 53, 55, 57, 59, 61, 63, 65. A very thorough description

is given of the manufacture of printing inks from the elementary viewpoint. Each of the three components of printing inks (pigment, vehicle, and drier) are separately discussed. Then the manner in which these are mixed is explained. The inks are also described in connection with the different qualities necessary for letterpress, lithography, and intaglio.

**Machine for Testing and Matching Colors.** Charles E. Hoover, Jr. *U. S. Patent* No. 2,247,297 (June 24, 1941). A mulling device for testing or matching samples of pigment for color or shades of color, comprising a frame, a pair of superposed mulling members arranged in cooperative relation and having opposed flat smooth mulling surfaces, each surface being continuous or unbroken within its perimeter, one of said members being mounted on said frame to have a rotary motion and to have a reciprocating motion to and from the other mulling member, means for rotating said rotatably mounted member, and means for reciprocating said rotatably mounted member for permitting the raising and lowering of said last mentioned member into and out of cooperative mulling relation with said other member, means movably mounting said other mulling member on said frame whereby the mulling surfaces of said members may be exposed or moved into relative cooperative mulling positions, means for yieldably mounting said other mulling member.

### General

**The Lithographic Technical Foundation.** Robert F. Reed. *MODERN LITHOGRAPHY*, 9, No. 9, September, 1941, pp. 30-31, 85. The purposes, organization, and history of the Lithographic Technical Foundation are reviewed. A description is given of the work accomplished and the bulletins published. Current activities of the Research Department include further research on platemaking and preservation of plates on the press, work on the half-tone screen, investigation of the drying of inks, and searches for substitutes for the various materials of

## THERE'LL *Always* BE CRESCENT INKS . . .

These days you hear lithographers discuss priority ratings, allocations, restrictions—and the possible necessity of using substitutes in place of some of the old established stand-bys. The lithographer is as patriotic as the next one but generally he dislikes to resort to substitutes. That's only natural. Long years of experience are associated with the old stand-bys. He knows he can count on them.

CRESCENT lithographic inks, for example, have been an old stand-by in the lithographic industry for years. Lithographers have learned to lean on them, as they would an old and tried friend. Why, so far as they are concerned there *is* no

substitute for CRESCENT litho inks. So, knowing how the industry feels, we are particularly glad to be able to tell lithographers that—in the midst of restrictions and substitutions everywhere—they *can continue to count on the availability of CRESCENT lithographic inks. Yes sir, there'll always be CRESCENT inks!*

### CRESCENT INK & COLOR CO.

WALTER CONLAN, President  
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Send us your KODACHROME or colored copy and we will furnish you with continuous tone separation prints on shrink-proof paper ready for screening in your own camera . . . You'll save time, money and improve the quality of your color work with our color corrected and perfectly balanced separation prints. Average cost for 4-color separation prints, size 11x14, from your original KODACHROME \$45.00. Write us for additional information and prices—PROMPT SERVICE.

**PHILLIPS**  
COLOR LABORATORY . . Peoria, Ill.

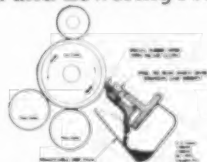


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### ZINC and ALUMINUM PLATES UNGRAINED—GRAINED—REGRAINED

grained correctly to your specifications for your special requirements.

We are manufacturers of METAL-SHEETS for ROTAPRINT Machines, also square edge plates for Multilith Presses.

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Every year, thousands of inquiries come to advertisers in business magazines which cannot be traced . . . the vast majority undoubtedly originate from some form of advertising—but where? . . . will you help to identify inquiries? . . . mention the publication if you write to advertisers . . . say you saw it in MODERN LITHOGRAPHY.

**THANKS!**



which there is a shortage due to present world conditions. The Educational Department has assisted in developing numerous lithographic schools and courses throughout the country and conducts each summer an intensive course for technical men.

**Defense and Lithography—The Paper Situation.** Anonymous. *MODERN LITHOGRAPHY*, 9, No. 9, September, 1941, pp. 61, 63, 93. The views of several large paper manufacturers on the current paper situation are given. The general opinion seems to be that the present delayed deliveries are not caused by an actual shortage, but by advance buying. There may be an actual shortage of the materials necessary for paper in the future, but this is only a matter of speculation. There will be a decline in whiteness due to a shortage of chlorine, but this will not affect printing qualities.

#### Miscellaneous

**Decalomania.** Ferdinand W. Humphner (to Mid-States Gummed Paper Co.) *U. S. Patent* No. 2,254,428 (September 2, 1941). A decalomania product comprising: a paper base having an imprint thereon, an adhesive layer over said imprint, a transfer body over said adhesive, and imprints on said body, said imprint on said paper being normally concealed by the adhesive and body layers thereof.

**Improvements in Varnish Transfers.** Gustave John Klein and L. F. Klein. *British Patent* No. 535,644. A varnish transfer comprises a paper base or support upon which, by the use of a transferable composition, a design is lithographed. Such printed design is affixed upon material by means of a varnish. These are known as "varnish transfers." The paper base is finally removed by damping. The object of this invention is to dispense with the damping by using a less opaque paper base, such as a wax-impregnated tissue paper, and a cellulose varnish in the litho printing ink. The following is a typical mixture: 4 ounces cellulose varnish, 1 ounce lithographic print-

ing ink. According to this invention it is not necessary to moisten the varnish transfer before applying to the material, or for removing the waxed tissue paper upon which the lithographic printing was done; it can be drawn gently away. (*British and Colonial Printer and Stationer*, 128, No. 660, June 12, 1941, p. 213.)

#### Handling Paper

(from page 29)

To return to our chart (Fig. 3), when the job ticket was made out the jacket was forwarded to the stock clerk, who either has the stock in the house or has eventually received it through the agency of the purchasing department. Upon issuing the stock, the clerk makes out an order issue report (Fig. 9), on which he lists the job number, the quantity, size, weight and kind of paper. These slips are used by the accounting department to make deductions on the inventory card. The price of the paper is listed on these slips at the time the inventory deductions are made, and from this slip the stock is entered on the individual job cost record. The stock clerk also makes out a daily cutter job movement report (Fig. 9) for the production department which uses it to schedule the next day's work. This slip carries the customer's initials, job number and the department to which the stock was sent.

The stock clerk now marks the number of sheets he has issued on the job ticket and turns it over to the foreman of the department to which the stock has been moved. To the stock pile he attaches an identification slip bearing customer's initials and the job number (Fig. 10).

Now to go back to the accounting department, after the body of the white receiving department copy has been received. The quantity marked by the receiving clerk is checked against that listed on the invoice (Fig. 11). Prices are compared. The invoice is then O. K. and ready for auditing. The white copy is then turned over to the purchasing department where everything pertaining to the order is destroyed, except the green copy which is placed in a permanent file. All of this may

sound rather complicated to those of you who have no system and hesitate to undergo the expense and patience required to install one. We at Keller-Crescent probably felt that way once, but if we ever did, our routine has so justified itself in saving time, money and effort, that we have forgotten our early reluctance and are grateful for the fruits of our labors.

#### Why 18 and 8?

(from page 26)

not common to the industry at present. It is hoped that such printing masters, and their methods of processing may soon be made available to commercial use. For the steel maker, there exists an ultimately potential new market involving a fair portion of the many thousand tons of metal consumed by the printing industry annually. It is hoped that he and the lithographer will realize the possibilities of low chrome stainless and, in cooperation with that governmental agency which can make it available, unite in a common cause for the prompt alleviation of the shortage of lithographic metal.

It might, in conclusion, be added that another feature favoring the use of straight chromium plates is the fact that they are magnetic, whereas those metals currently used are not. 18-8 stainless is also a non-magnetic ferrous alloy. It has occurred to the writer that this feature of magnetism may prove of value for both flat bed and rotary offset presses in the future as a means of holding the offset chrome steel master close to the roll or bed plate, as the case may be, and thus eliminate the common and time-consuming practice of bending the plate edge to accommodate the usual "gripper bars."

The more metals of this type are bent and "pounded out" the tougher they get with a proportional increase in distortion. It would not require any great amount of ingenuity on the part of the press maker to fit adjustable magnetic plates into the bed or rolls of the presses of the future to eliminate all the blacksmith work at present common to plate handling.

## "WHERE-TO-BUY-IT"

NOTE: This is a classified list of the companies which advertise regularly in MODERN LITHOGRAPHY. It will aid you in locating advertisements of equipment, materials or services in which you are particularly interested. Refer to the Advertiser's Index on page 69 for page numbers. *Say you saw it in Modern Lithography.*

### Chemicals

Agfa Ansco  
California Ink Co., Inc.  
Coleman & Bell Co.  
Eastman Kodak Co.  
Harris-Seybold-Potter Co.  
LaMotte Chemical Products Co.  
Litho Chemical & Supply Co.  
Mallinckrodt Chemical Works  
Merck & Co., Inc.  
Norman-Willets Co.  
Harold M. Pitman Co.  
Senefelder Co., Inc.  
J. H. & G. B. Siebold, Inc.  
Sinclair and Valentine Co.

### Graining and Regraining

(Zinc, Aluminum, Glass and Multilith Plates)  
Fuchs & Lang Mfg. Co., Div. General Printing Ink Corp.  
Litho Plate Grainers of Detroit  
Litho Plate Graining Co. of America, Inc.  
Maklin Litho Plate Graining Co.  
Photo Litho Plate Graining Co.  
Reliable Litho Plate Graining Co.  
The Senefelder Co., Inc.

### Graining and Regraining Materials

The Senefelder Co., Inc.  
J. H. & G. B. Siebold, Inc.

### Inks—(Varnishes and Dryers)

Bensing Bros. & Deeney  
California Ink Co., Inc.  
Crescent Ink & Color Co. of Penna.  
Martin Driscoll & Co.  
Howard Flint Ink Co.  
Fuchs & Lang Mfg. Co., Div. General Printing Ink Corp.  
Gaetjens, Berger & Wirth, Inc.  
E. J. Kelly Ink Co.  
The Senefelder Co., Inc.  
J. H. & G. B. Siebold, Inc.  
Sinclair & Carroll Co.  
Sinclair and Valentine Co.

### Miscellaneous

Russell Ernest Baum (Folding Machinery)  
Ben Day, Inc. (Shading Medium)  
International Business Machines Corp. (Typewriters)  
Johnson Stop and Indicator Co. (Drop-Out Method)  
Nelson Associates (Copy Preparation for Lithographic Reproduction)  
Phillips Color Laboratory (Color Separation Services)

### Paper

American Writing Paper Corp.  
Champion Paper and Fibre Co.  
Chillicothe Paper Co.  
Fox River Paper Corp.  
Hammermill Paper Co.  
The Mead Corp.

### Paper—Continued

Neenah Paper Co.  
Port Huron Sulphite and Paper Co.  
The Sorg Paper Co.  
Strathmore Paper Co.  
S. D. Warren Co.  
West Virginia Pulp & Paper Co.  
George A. Whiting Paper Co.  
Whiting-Plover Paper Co.

### Photo Dry Plates and Films

Agfa Ansco  
California Ink Co., Inc.  
G. Cramer Dry Plate Co. (Photo Dry Plates)  
Eastman Kodak Co.  
Hammer Dry Plate & Film Co.  
Norman-Willets Co.  
Harold M. Pitman Co.

### Plate Making Equipment & Supplies

Aluminum Co. of America (Aluminum Plates)  
California Ink Co., Inc. (Zinc and Aluminum Plates)  
Fuchs & Lang Mfg. Co., Div. General Printing Ink Corp.  
(Zinc and Aluminum Plates)  
C. P. Goerz American Optical Co. (Lenses)  
LaMotte Chemical Products Co. (pH Control Apparatus)  
Litho Equipment & Supply Co. (Cameras)  
National Carbon Co., Inc. (Carbons)  
Norman-Willets Co. (Cameras, Lenses, etc.)  
Harold M. Pitman Co. (Cameras, Vacuum Frames, Whirlers, etc.)  
Rutherford Machinery Co., Div. General Printing Ink Corp.  
(Cameras, Photo-Composing Machines)  
The Senefelder Co., Inc. (Aluminum Plates, Litho Stones, etc.)

### Plate Making Services

Graphic Arts Corp.  
Offset Fine Arts, Inc.

### Pressroom Equipment & Supplies

Sam'l Bingham's Son Mfg. Co. (Rollers)  
Fuchs & Lang Mfg. Co., Div. General Printing Ink Corp.  
(Flannel)  
Godfrey Roller Co. (Dampening Rollers)  
Harris-Seybold-Potter Co. (Presses)  
Ideal Roller & Mfg. Co. (Rollers)  
International Press Cleaners & Mfg. Co. (Press Cleaner)  
Kimble Electric Co. (Motors)  
LaMotte Chemical Products Co. (pH Control Apparatus)  
Litho Equipment & Supply Co. (Proving Presses)  
Rapid Roller Co. (Rollers and Blankets)  
The Rathbun & Bird Co., Inc. (Machinists)  
Roberts & Porter, Inc. (Rollers and Blankets)  
Rutherford Machinery Co., Div. General Printing Ink Corp.  
(Proof and Test Presses)  
The Senefelder Co., Inc. (Blankets, Molleton, etc.)  
J. H. & G. B. Siebold, Inc. (Rollers, Blankets and Molleton)  
Sinclair and Valentine Co. (Blankets)  
W. A. Taylor & Co., Inc. (pH Control for Fountain Solutions)  
Vulcan Proofing Co. (Rollers and Blankets)

## CLASSIFIED

All classified advertisements will be charged for at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment, where the rate is five cents per word, \$1.00 minimum. Address all replies to Classified Advertisements with Box Number, care of Modern Lithography, 254 W. 31st St., New York. **Closing date: 1st of month.**

### For Sale:

24" Levy camera with iron pipe stand and copyboard with 18" Cooke Lens, Macbeth camera lamps—\$675.00. Singer Engineering Co., Complete Platemaking Equipment, 242 Mott Street, New York City.

### Situation Wanted:

Offset pressman, ten years in trade, desires steady position within three hundred mile radius of Kansas City, Mo. Address Box #745.

### For Sale:

Hollingsworth complete varnishing unit. Hand fed. In good condition. Takes a sheet 45 x 64. For sale as is on our floor. Price \$1500. Louis Roesch Co., 1886 Mission Street, San Francisco, Calif.

### Situation Wanted:

Production manager or superintendent. Experienced all phases of lithography. Successful executive background. Will consider other opportunities in lithographic field. Address Box #743.

### For Sale:

Ideal Sweigart Vacuum Frame complete with pump, size 38 x 52. General Printing Co., Inc., Springfield, Mass.

### General Information Concerning Inventions and Patents:

A reference book for inventors and manufacturers, also containing sections on the registration of trademarks and copyrights, and a "Schedule of Government and Attorneys' Fees"—sent free on request. Simply ask for

"booklet" and "fee schedule." Lancaster, Allwine & Rommell, Registered, Patent and Trade-Mark Attorneys, 402 Bowen Building, Washington, D. C.

### For Sale:

44 x 64 U. P. M. Bronzer. Hand fed. In good condition. For sale as is on our floor. Price \$500. Louis Roesch Co., 1886 Mission St., San Francisco, Calif.

### Situation Wanted:

Capable cameraman and plate-maker accustomed to quality work, now employed as department foreman, desires permanent connection with progressive concern. Address Box #744.

Save zinc, time and money with a "Litho-Pencil." Make corrections, additions and side gauge marks without danger of damaging plates. Sent on ten-day free trial. Price fifty cents. N. C. Sorensen, 3540 the Paseo, Kansas City, Mo.

### Position Wanted:

Sketch artist and designer with thorough understanding of negative art on color work. First-class letterer and illustrator. Address Box #747.

### For Sale:

20 inch, 150 line circular half-tone screen in perfect condition. Holes & McClellan, 100 Northfield Road, Bedford, Ohio.

### Wanted:

Small complete offset plant. Am interested in equipment only. Give full details in first letter. Address Box #748

### For Sale:

Plate Grainer, No. 4 Hoe, with direct current motor. Will take plates up to 52" x 68", has divisions for 41" x 55" or two plates 20" x 36". Price \$175.00 F.O.B. New York City. Eastman Kodak Stores, Inc.,

235 West 23rd Street, New York City.

### Appoint I. S. Berlin

I. S. Berlin, president of the I. S. Berlin Printing and Lithographing Co., Chicago, has been appointed a member of the committee to cover the graphic arts industry in Chicago's annual Community Fund drive. Efforts are being made to exceed last year's record contribution of \$73,000, which was \$8,000 more than the quota assigned to the industry.

### LEGAL NOTICE

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

Of Modern Lithography, published monthly at Philadelphia, Pa., for October 1, 1941.  
State of Pennsylvania }  
County of Philadelphia } ss.

Before me, a notary public in and for the State and county aforesaid, personally appeared Wayne E. Dorland, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Modern Lithography and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Photo-Lithographer, Inc., 254 W. 31st St., New York, N. Y., Editor, Richard Roley, 254 W. 31st St., N. Y. C., Managing Editor, none, Business Manager, Wayne E. Dorland, 254 W. 31st St., N. Y. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Photo-Lithographer, Inc., 254 W. 31st St., New York, N. Y. Ira P. MacNair, 254 W. 31st St., N. Y. C. Grant A. Dorland, 254 W. 31st St., N. Y. C. Wayne E. Dorland, 254 W. 31st St., N. Y. C.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is: (This information is required from daily publications only.)

WAYNE E. DORLAND,  
Business Manager.

Sworn to and subscribed before me this 24th day of September, 1941.

[Seal]

SAMUEL NEWMARK.

Notary Public, Nassau County, Nassau County Clerk's No. 1826. Certificate filed in New York County, Co. Clerk's No. 158, Reg. No. 2-N-87. (My commission expires March 30, 1942.)



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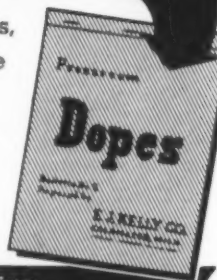
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### Appoint Callahan

John M. Callahan, secretary of U. S. Printing and Lithograph Co., Cincinnati, has been appointed a member of the Printing Inks Subcommittee of the Protective and Technical Coatings Defense Industry Advisory Committee. This group was formed by OPM to act in an advisory capacity on problems of the printing ink industry arising out of the defense program.

### M.A.S.A. Holds Annual Meeting

The Mail Advertising Service Association, an organization of firms in the duplicating and mailing service industry, held its 21st annual convention on October 12-15 at the Lord Baltimore Hotel, Baltimore. Speakers included D. Stuart Webb, of D. Stuart Webb Advertising Services, Baltimore; Huntley Geddes, R. L. Polk Co., Detroit; Merrill Burgess, Burgess-Beckwith, Minneapolis; Homer Savage, Savage Multi System, Buffalo, N. Y.; and Ed. Mayer, James Gray, Inc., New York. A feature of the convention was the exhibit of equipment used in the industry and an exhibition of outstanding direct mail campaigns produced by members of their own advertising and for various clients.

### Dedicate Teddy Dorl Field

Members of the Cincinnati Club of Printing House Craftsmen attended the dedication exercises held last month at Teddy Dorl Field, the triangular block adjacent to the United States Printing & Lithographing Co., Norwood, Ohio. John M. Callahan, secretary of the company and past international president of Printing House Craftsmen, acted as spokesman for the Cincinnati Club in the presentation of a memorial plaque in honor of Mr. Dorl, former superintendent of U. S. Printing & Litho and prominent craftsman.

### A Son for the Rayners

Mr. and Mrs. Lester Rayner, Chicago, have announced the birth of a son, Richard Lester, on September 23rd. Mr. Rayner is vice-president of the Rayner Lithographing Co.

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"War or no war, the boss says that we just gotta keep on advertising!"

### *... why advertise in 1942?*

**SO** THAT buyers will remember you in 1943 and 1944 when orders are not so easy to get. Buyers can't be choosy today,—but what about a year or two from now? Experience proves that those firms and products which have been kept everlastingly before the buyers, will not be forgotten!

And a further thought,—the time for a farmer to fertilize his land is when he has money to buy fertilizer. Likewise, the time for any business to advertise is when the money for advertising is available. It will be in 1942!

And is there a more direct or economical method of advertising to industry in 1942 or any other year than through representative trade papers? In the lithographic field an especially good investment for the future will be regular advertising during 1942 in

## **MODERN LITHOGRAPHY**

254 West 31st Street

New York, N. Y.

## **Tale Ends**

**H**ERE'S a market tip: A curious litho salesman a couple of months ago, who because of a bad case of boils was forced to spend a lot of time at the doctor's office, noticed as he sat in the waiting room that much of the advertising material received at the receptionist's desk was letterpress literature. To confirm this, he persuaded the receptionist to save everything for a period of 90 days. At the end of that time he picked up a couple of bushel basketfuls of material, numbering some 600 different items. It was all stuff that could have been much better lithographed. Taking a number of pieces from one advertiser, he analyzed them carefully, giving reasons why they should be lithographed and sent them to the guy who buys the printing. Result: he corralled a large account with a pharmaceutical house. Simple, eh? Have you ever noticed the type of advertising literature received by doctors?

\* \* \*

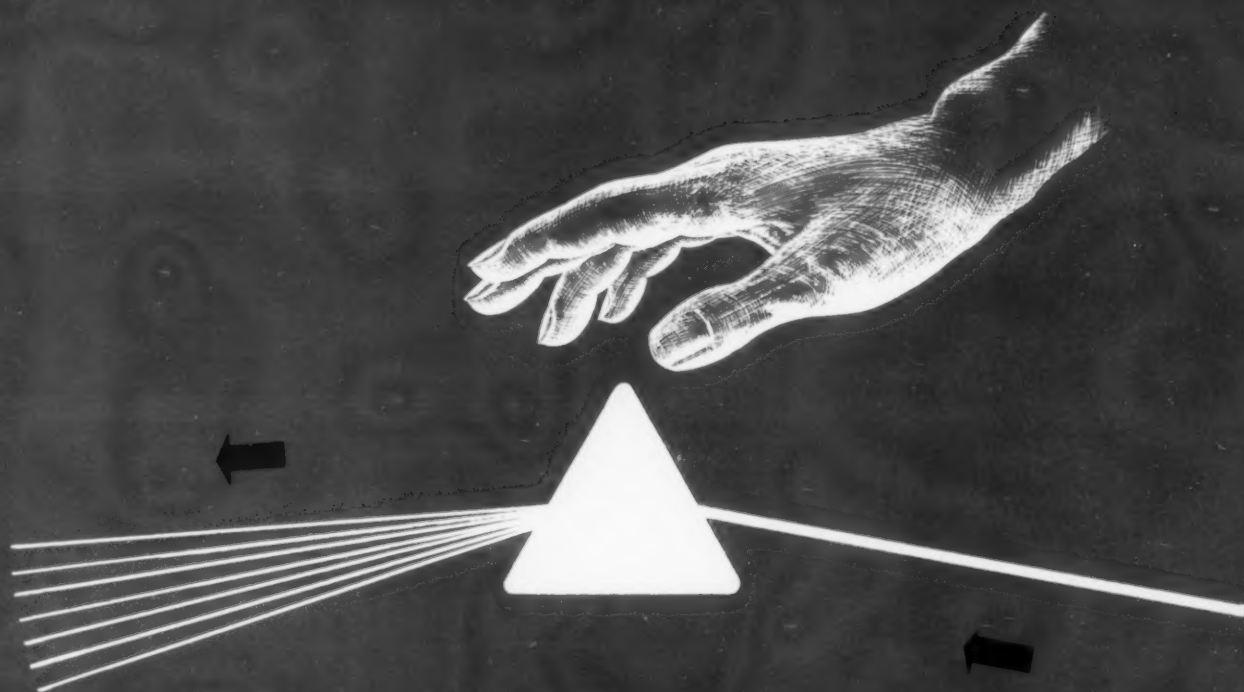
Did you know that OPM branches have been established in Rochester, N. Y., and East Orange, N. J., where business men can obtain priorities information without going to Washington? Other regional meeting places will be established in Minneapolis, Cincinnati, Indianapolis and Pittsburgh. All business men in these regions may attend.

\* \* \*

Incidentally, a very important form which will help both manufacturers and labor in spots where priorities have caused layoffs is E-S 223. As soon as a manufacturer sees trouble coming to his business which will cause layoffs he can fill out this form and ask for a quick survey to prevent unemployment. The E-S 223 forms may be obtained from any local Federal Reserve Bank. The form, in addition to preventing priority unemployment, will be used to influence allocation of raw materials so it should be filled out carefully.

**MODERN LITHOGRAPHY**





## For Control of Color

**I**N MODERN color lithography close control of color is a vitally important factor. No doubt you yourself have experienced the critical nature of most multi-color copy, the need for achieving good tone separation between important colors when the separation negatives are prepared.

You'll find Agfa Reprolith Panchromatic an ideal solution to prob-

lems encountered in making color separation negatives. Endowed with balanced sensitivity to all colors, this panchromatic film also provides high contrast, great resolving power, wide developing latitude and effective anti-halation protection.

Ask for Agfa Reprolith and experience for yourself the excellence in results that comes from using finest materials. Reprolith is also supplied in Regular and Ortho types. Graphic Film Department, Agfa Ansco, Binghamton, New York.

# Agfa Reprolith Films

MADE IN U. S. A.



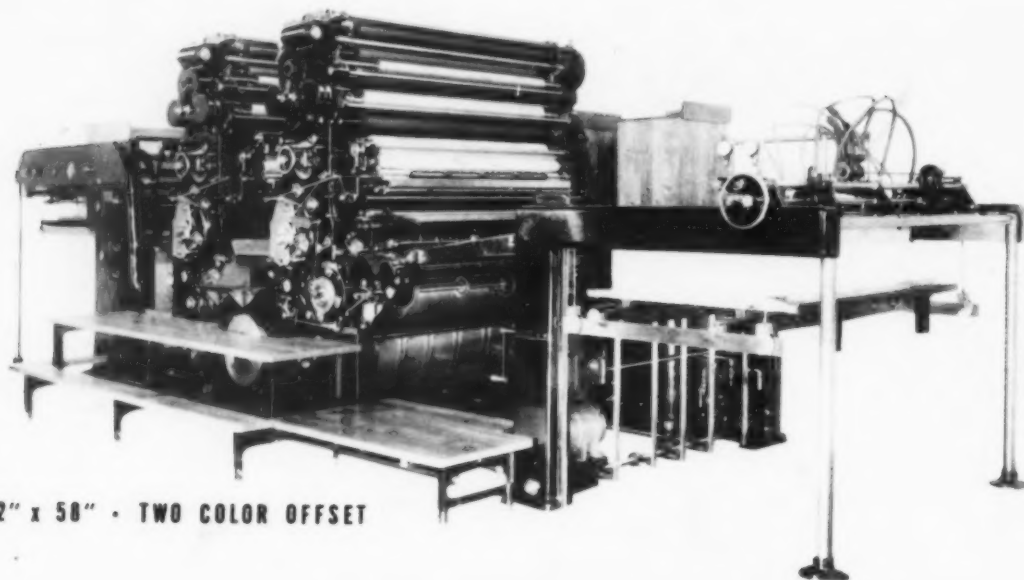
LITHOGRAPHERS ARE RIGHT WHEN THEY SAY:  
**"HARRIS PRESSES**  
*emphasize Quality"*

**LITHO CHEMICALS**

• Through research, Harris has developed and standardized new chemicals for both deep etch and surface plate making processes. Full details upon request. Write us with reference to your lithographic problems.

*Offset is the  
 Modern Method*

• Harris Presses completely capture the skill of both creative planning and pressroom technique. They give both quality and faithful reproduction. Precision-accuracy—plus dependable operation, are qualities built into Harris Presses. These qualities have always been kept foremost in the smallest, as well as the largest, Harris Presses.



LSK • 42" x 58" • TWO COLOR OFFSET

# HARRIS OFFSET PRESSES

HARRIS · SEYBOLD · POTTER · COMPANY

PIONEER BUILDERS OF SUCCESSFUL OFFSET PRESSES

General Offices: 4310 East 71st St., Cleveland, Ohio • Harris Sales Offices: New York, 330 West 42nd St. • Chicago, 343 So. Dearborn St. • Dayton, 819 Washington St. • Atlanta, 120 Spring St., N.W. • San Francisco, 430 Market St. • Harris-Seybold-Potter (Canada) Ltd., Toronto, Montreal • Factories: Cleveland, Dayton